An Academic Addendum for the Sandy Springs Wayfinding System: An Option Paper Report

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Abstract

As the City of Sandy Springs develops and grows into its own identity by developing its first downtown district, the need for efficient navigation and city branding became a priority for Assistant City Manager Jim Tolbert. I undertook the project of writing a city-wide wayfinding plan and was guided by a committee of city officials, local plans, and existing literature over the course of my year-long internship. The process included extensive research into current and future state transportation projects, principles of wayfinding systems, city official priorities and goals, and the relationship between branding and placemaking. The end product included a plan document and accompanying maps that laid out a wayfinding system that was uniquely Sandy Springs in order to encourage efficient routing for pedestrians and vehicles to and from commercial corridors.

Background

After battling between annexation and incorporation since the 1950s, Sandy Springs was granted city status in 2005 under Georgia Governor Sonny Perdue (Wilkinson, et al. 2005). Mainly a rural area until the construction of Interstate 285 and Georgia 400, Sandy Springs was quick to grow and prosper as a city dominated by single-family homes and a shared economic center; the Perimeter Center, which lies half in Sandy Springs and half in Dunwoody to the east. At only 13 years old, Sandy Springs has exited the fray of incorporation, become established as a state economic powerhouse, and moved on to examine its identity and character within the larger metropolitan Atlanta region.

As with many suburban regions, the city did not have a characteristic downtown or true town center that is key to the identity of most American cities. The lack of a street grid, plethora of low density residential and commercial spaces, as well as high speed thoroughfares made it difficult for a pedestrian-friendly downtown district to naturally form as the area developed. This was one of the first issues addressed in July 2015 when a massive comprehensive planning process took place. The city hired Code Studio based in Austin, Texas, to complete a comprehensive plan that looked at development potential over the next twenty years – with emphasis on the first ten years (hence the name "The Next Ten") (*The Next Ten* 2018).

Knowing that the city was in need and want of a characteristic – but thoroughly "Sandy Springs" – downtown district, Mayor Rusty Paul pursued a transformative $229 million project (Northam 2017) that would establish the center of the district as a live-work-play, public-private partnership. The site – named City Springs – is host to a new city hall, municipal theatre, retail shopping,

underground parking, luxury apartments. It is located in close proximity to small businesses native to and beloved in Sandy Springs.

To complement this grandiose project, the Assistant City Manager, Jim Tolbert, understood that enabling citizens and visitors to navigate to and within City Springs was a priority. When viewing a map of the city, his worry of ensuring clear navigation is understandable. The city overall lacks any semblance of a grid system and has jurisdictional boundaries that can confuse and disorient those not expressly familiar with the area. Thus, Tolbert came up with the idea to develop a wayfinding system. The system was to address pedestrians, cyclists, and drivers alike, as well as serve as a branding and economic development tool for the new City Springs and the city as a whole.

Development Process

Upon pursuing a wayfinding project for the city, Jim Tolbert – Assistant City Manager – immediately identified a team of city officials to oversee the planning process. Departments represented included Public Works for maintenance, Economic Development for branding, Tourism and Hospitality for marketing, and Community Development for multimodal transportation inclusion and property research. I was tasked to be the researcher and creator of the wayfinding plan, and city officials (who changed over time as turnover in departments occurred) advised me and provided directional feedback on what strategies and topics needed more/less focus, and what was practical or impractical about project aspects. The final list of advisors can be found on page ii of the official document.

My internship lasted one year, from August 2016 to August 2017. I spread my project out into several phases of research and initial ideas,

departmental/city official feedback, revisions, and then finally mapping and formalizing the final deliverable plan. Each phase lasted approximately three months, with constant communication occurring between myself and advisors of specific project aspects throughout the second and third phases (Feedback and Revisions) (Table 1).

Months	Phase
Aug 2016 - Oct 2016	Research & Initial Ideas
Nov 2016 - Jan 2017	Feedback
Feb 2017 - April 2017	Revisions
May 2017 - Aug 2017	Formalizing & Presentation

Table 1. Overview timeline of project development.

Two main points of research were traffic flows throughout the city, and land use and property ownership near potential sign locations. The City of Sandy Springs has a high-capacity, modern traffic monitoring and operations system at City Hall. This monitoring system is overseen by Public Works, which is currently staffed by the firm AECOM. I met with several traffic, transportation, and civil engineers and officials throughout my project to ensure that sign locations and destinations listed on each sign were appropriate and practical in relation to destination location and distance. In addition, I discussed maintenance issues of keeping the signs in the public right-of-way, the potential for branding banners on city-owned pedestrian light poles, and including sign production costs into the yearly budget.

Property research was done through the city's Geographic Information System (GIS). Once potential sign locations were identified, properties within 50 feet of each sign were researched for zoning, land use, and ownership. This was done so that if and when the wayfinding plan is to be implemented, city officials would be informed about the character of the area around each sign. They could then decide whether the location is appropriate for a sign, or if further

outreach and discussion should occur. This information was organized into binders for gateway signs on city streets, gateway signs on state or federally owned highways, and internal wayfinding signs. One copy of each was printed and given to Jim Tolbert, the Assistant City Manager, upon the wayfinding system's final presentation. Digital copies were also provided.

A GIS web app was set up through ESRI a major GIS platform, tailored for the wayfinding project needs. A GIS Specialist with the city oversaw the web app's maintenance, ensuring that functionality and capacity of the web app met project needs and contained current, appropriate data. Layers included light poles owned by Georgia Power, light poles owned by the city, property information, community facilities (parks, fire stations, etc.), and the street hierarchy. User abilities included to the capabilities to create point data for different signage types (gateway, pedestrian circulation, and vehicle circulation), and specify which destinations were included on each sign.

After the year-long process, a final presentation was delivered to the city's Senior Planner (Catherine Mercier-Baggett) and the Assistant City Manger (Jim Tolbert). The presentation was an overview of all final deliverables, and an explanation on their creation and how they are to be used. The main document, the preliminary plan book, is a 59-page document on 11 x 17 landscape paper that details the goals and objectives of the wayfinding plan, and how signage and branding can achieve a sense of place as well as be a functional circulation guiding system. That document is included in this report.

Along with the plan document, several other deliverables were presented. Two large maps were printed on the plotter that depicted wayfinding sign locations for pedestrians/cyclists, and for vehicles respectively. Each sign point on the map was numbered, and an accompanying map key

was provided that determined the direction of traffic the sign was addressing (northbound, southbound, westbound, or eastbound), and the destinations that were to be included on each sign. The plan document and maps were essential pieces of the wayfinding project, and were to be used to appeal the project to the City Manager (John McDonough) for further research and approval. The property research binders were lagniappe additions that simply included relevant information at the neighborhood scale.

Literature Review: City Documents

The Next Ten: Plan Together Sandy Springs

After adopting their first comprehensive plan in 2007, the City of Sandy Springs needed a major plan update in 2016 to address how to handle the growth of traffic issues, booming neighborhoods, and the burgeoning economic Perimeter Center. As a 240+ page document, *The Next Ten* actually addresses the city's next 20 years, with an emphasis on what changes can occur in the next 10 years, and how the city wants to steer those changes. Many issues addressed in the document revolve around place-making and giving the suburban center its own unique character by creating the downtown district that the city currently lacks. Multimodal transportation is also emphasized throughout the document, recognizing that an important piece of addressing vehicular congestion is providing opportunities for meaningful and useful alternative transportation. Lastly, a third major theme is the protection of single-family neighborhoods. Although this partially works against decongesting traffic in the city, residents expressed much concern over dense housing developments in the "new" downtown district and Perimeter Center.

Roswell Road Small Area Plan

The Roswell Road plan was, perhaps, the most visionary and impactful of the four small area plan companions to *The Next Ten*. This 94-page document addressed the ongoing land use changes along Roswell Road and expanded on the idea of the highway as the city's spine. While this is true geographically, it is also true for the city's low-density, small business culture and mobility/accessibility to these community businesses. Unlike the "big corporate" atmosphere of the Perimeter Center, Roswell Road is host to the city's major bus routes, provides access to major medium and lower density neighborhoods, and provides affordable retail spaces for homegrown, local businesses. Unfortunately, many of the medium-density apartment complexes and shopping centers located along Roswell Road are aging and in need of redevelopment. The small area plan addresses land use and density changes that increase quality of life for surrounding residents while maintaining the local, small business access for entrepreneurs and customers alike.

Different traffic calming and streetscape designs are also addressed in the small area plan, bringing light to the dangerous current conditions along the road for pedestrians. As redevelopment occurs, medium and high density mixed use and residential areas are to be located in clustered nodes along the highway. Since these developments will increase foot traffic, and design elements along the road must promote pedestrian safety and visibility by prioritizing pedestrian facilities.

Perimeter Center Small Area Plan

Leveraging existing transportation infrastructure in the Perimeter Center, this small area plan builds upon the opportunities presented by three

Metropolitan Atlanta Rapid Transit Authority (MARTA) heavy rail stations, multiple bus routes, and Georgia 400 to create a pedestrian friendly mixed-use space. This 76-page plan builds on the thriving business center by introducing residential and retail uses into the mix. These additions are aimed at creating a live-work-play space that does not require personal vehicle ownership, and diversifies the opportunities for walkable, pedestrian-friendly spaces. Streetscape improvements are the first step to promoting the mixed-use vision, but collaborating with the City of Dunwoody to the east is essential in achieving this small area plan vision.

Bicycle, Pedestrian and Trail Implementation Plan

Officially adopted on December 16, 2014, this plan lays out details for providing and improving multimodal transportation options throughout the city. The existing network of pedestrian and bicycle facilities on all roads evaluated (arterials, collectors, and local roads) was rated as poor, indicating a lack of proper facilities and highly unsafe conditions. Several major roadways, such as Abernathy Road, Roswell Road, and Hammond Drive to name a few, were identified as needing major bike infrastructure overhauls. This plan lays out a network of bike paths and lanes that provide for safe circulation throughout the city, connecting cyclists to parks, the downtown district with City Springs, retail shopping, and single-family neighborhoods. Nearly all the same streets identified for bike infrastructure improvements were also identified for pedestrian improvements, with existing sidewalks being narrow and close to high-speed roadway traffic. Existing plans were summarized to document and acknowledged previous planning efforts for bike/pedestrian improvements, with a needs analysis and funding options analysis being provided for actionable, well-researched recommendations.

Sidewalk Master Plan Network

Building upon the recommendations in the above 2014 plan report, the 2016 network was officially adopted to give policy strength to pedestrian facility improvements across the city. One major component is the Neighborhood Sidewalk Program, which works with privately owned communities to bring pedestrian-friendly infrastructure to their neighborhoods. All sidewalk construction that takes place on publicly-owned city roads is funded through the city's Capital Improvements Program and aims to address a range of mobility needs, with Americans with Disabilities Act (ADA) compliance being a high-priority goal and driving force. Transparency in completing the Sidewalk Master Plan Network is key, with an interactive GIS map of current projects and fiscal year documents delineating funding for each project available on the city's website.

Literature Review: Example Plans

City of Portland Wayfinding System Study

Portland, Maine, undertook an internally-generated feasibility study. It was steered by a multidisciplinary committee in response to residents and tourists alike noting the difficulty of getting around the city and lack of wayfinding guidance. With minimal consultant help, city officials and bureaucrats examined Portland for pedestrian pathways, parking facilities, destinations/attractions, city layout, and visual clutter. This information was then viewed from a tourist's perspective, anticipating routes and circulation between the most frequented and trafficked destinations. This allowed the committee to focus the parameters of the study on specified districts (Arts District, Old Port District, and the Waterfront District) and district priorities that addressed experiences and

destinations unique to each district. This compartmentalization of experiences into districts also allowed for placemaking and branding to be tailored to each district, enforcing the human experience of sense-of-place.

Downtown and Midtown Atlanta Wayfinding Signage

Downtown and Midtown Atlanta's wayfinding system breaks the area up into districts, similar to the Portland wayfinding plan. This plan was also created by municipal leaders with help from private consultants. Districts include Midtown, Downtown, Centennial Olympic Park, Atlanta University Center, Government Walk, King Historic District, and the SoNo District. Each district has its own signage color (example: Midtown is blue while Downtown is teal, etc.) to help with branding and sense of place. While this wayfinding system does serve pedestrians and cyclists, most signs are designed for drivers and motorist circulation and routing. Pedestrian signs are also present, however, and tend to be more informative, with maps and other information being displayed.

Merje Environments and Experiences

One of the most prominent private-sector firms developing wayfinding plans across the country is Merje. In particular, their wayfinding plans for Austin, Texas; Charlottesville, Virginia; and the Atlanta BeltLine were most useful in guiding my final document. The layout and structure of each document was tailored to the city or organization's end goals and needs, touching on branding, community identity, promoting local businesses, place making, and circulation. Merje's visualizations and sign designs were beyond what I could accomplish with the available software and time, but helped me recognize and concentrate on key priorities that had been expressed by the Assistant City Manager, Director of Economic Development, Director of Hospitality and Tourism, and Director of Communications. Merje's plans also included a large

component of community engagement and outreach. Although my preliminary plan did not encompass community engagement, if the city were to implement the wayfinding plan, public meetings and online feedback would take place so that residents understand the program and support implementation.

Presentations Environmental Graphic Design

A second prominent wayfinding firm is Presentations Environmental Graphic Design. Presentations' portfolio contains signage that focuses more on branding and placemaking, compared to Merje, which focuses more on functionality. A smaller company, Presentations' range of products includes walls, interactive touchscreens, and branded floor designs and benches. This company provides a creative, out-of-the-box perspective that Merje's analyses does not have. Although not as holistic in scope as Merje's projects, Presentations' attention to human-scale, up-close detail speaks to the multilayer nature of wayfinding and a wayfinding system's personal effect on an individual level.

Olea Kiosks, Inc.

Olea Kiosks, Inc. provides products that include interactive, touchscreen kiosks and "static" (non-interactive) kiosks for information dissemination. In addition, the company provides information on how kiosks are used within wayfinding systems to help guide and circulate pedestrians and cyclists. As an exclusively human-scale component, interactive touchscreen kiosks bring marketing to the next level by being able to give users up-to-date information regarding their personal preferences regarding the type of experience they want. Whether it be to find the MARTA train schedule, a restaurant within walking distance, or City Hall, interactive kiosks are highly customizable, but also come with a costly maintenance and upkeep component.

Orange Barrel Media

Orange Barrel offers much the same types of kiosks as Olea does, with the important distinction that they own and operate the interactive kiosks. With systems in place already in Buckhead, Atlanta, and Charlotte, North Carolina, this firm is familiar to both the Atlanta metro region as well as other southeastern cities. Orange Barrel's model uses advertisements to fund kiosk costs, and allows the city to advertise its own events and information without maintenance and upkeep. On the negative side, this approach removes power and control over the displays; if an emergency message needs to be displayed immediately, city officials (presumably Public Works) would have to contact their Orange Barrel representative. This creates a delay in relaying of information, and creates an extra middle-man step that can be seen as a barrier for a hassle-free, up-to-date interactive kiosk system.

Interior Architects

At the same time as my research for a city-wide wayfinding plan was taking place, the developers of City Springs were working with the firm Interior Architects for a site-specific wayfinding plan. Unfortunately, this plan was mainly internal wayfinding for City Spring buildings, with few outdoor options. However, for the sake of financial interests and sign design continuity, I considered the unofficial City Springs wayfinding plans and suggested adaptations for the city-wide system. By maintaining the same design both in City Springs and the surrounding areas throughout the city, branding and marketing of the city could build upon each other. This would help establish a sense of place, with the city-wide system using official city colors, and City Springs signs using official City Springs colors. Other districts that could have their own colors include Roswell

Road and the Perimeter Center, which would be in keeping with *The Next Ten* small-area plan themes as well.

Literature Review: Academic Sources

Manual on Uniform Traffic Control Devices (MUTCD)

Produced by the US Department of Transportation Federal Highway Administration, the *MUTCD* was most recently updated in 2012 and is the most prominent document that guided my research into sign designs. The *MUTCD* includes specific information that is justified through research, previous experiences/situations, and years of data gathering and analysis. Specifics include dimensions of sign lettering and sight distances for different speeds of traffic, recommended number of destinations per sign, sign dimensions and colors for different routing/traffic flow outcomes, and more. Although dense and technical, the *MUTCD* is the most informative document available that addresses implementation and individual sign functionality. While example plans and firms discuss technical and dimensional aspects of their signs, explanations are not given as to why certain colors, fonts, and dimensions are chosen. That is because plans must consider and abide by the rules set for in the *MUTCD*, and use branding and marketing after the fact to customize signage systems for specific experience and destination purposes.

Universal Design New York (University of Buffalo)

This document addresses how wayfinding can be achieved in urban spaces through several different approaches, such as architecture and graphics. Paths, circulation, nodes, and districts are all major essential components of a solid wayfinding system. However, wayfinding systems need to be sensitive to district edges, individual place markers within districts, and

situational identification. By addressing all of the above, wayfinding routing can focus on destination identification, orientation within the urban landscape, and directional information to allow users get to their desired destinations. This document lays out wayfinding in a practical and intuitive way, allowing readers like myself looking to create a preliminary wayfinding plan to break down the steps of building a formal plan and guiding the type of information and observations needed.

Design Principles for Wayfinding (Massachusetts Institute of Technology)

A 1998 student thesis, this document addresses design elements of wayfinding systems for their ability to be "navigable information spaces." While not technical in nature, the analysis of wayfinding systems is observation and experience-based, emphasizing an individual's personal interpretation and use of wayfinding systems. Not only are placemaking and identity addressed, but the thesis discusses building a sense of place based upon existing landmarks and prominent destinations, in order to retroactively guide routing and wayfinding. This creates a more "organic" approach where cues in the environment that would have existed without a wayfinding system serve as the backbone and provides initial starting points that create a more in-depth, user-friendly system. This document also stresses the need for simplicity and repetition by focusing upon a few streets as main routes to access multiple destinations. This reduces confusion and helps establish directionality among different landmarks and destinations.

Lessons Learned

Researching and writing a wayfinding plan was a major challenge, considering I had never heard of wayfinding until the project was designated to

me. Since literature and existing resources are so vast, organizing the information in a productive and informative way was difficult. While existing wayfinding plans provided me with a backbone structure to start with, customizing a plan document to Sandy Spring's needs with such an array of creative options and technologies was challenging. An important lesson I learned throughout the process was to remember that the goal of my plan was to provide the Assistant City Manager with a document that would convince the City Manager that a wayfinding plan was a feasible, useful, and necessary tool.

Keeping in mind my audience and the goal of the document were essential in determining how I organized it, what information I included, and what information I did not include. It also helped me go the extra step to provide property information for parcels near where signs were proposed, knowing that the City Manager and any other city officials would be concerned about the effects of signage on surrounding properties. The anticipation of what my audience would need (in addition to the argument that a wayfinding system was a good investment) helped present the system as informed and sensitive to the human-scale effect on residents, as well as non-resident users.

A second valuable lesson I learned was that using coworkers as sounding boards and information sources is a large part of project development. Many times, I found myself mentioning a particular tactic or wayfinding option to traffic and civil engineers who had a wealth of knowledge in that area, and they were able to point me to literature, examples, and other resources. These off-chance interactions supported my research and expanded the material I needed to consider. In retrospect, I should have taken more advantage of the human capital around me, asked for more help, and discussed different aspects of my wayfinding plan with elected officials and bureaucrats alike.

Conclusion

Throughout my year-long project, I learned new material regarding general placemaking and branding tactics, and how to accomplish multiple goals through wayfinding by adapting different strategies to one city's goals and objectives. In the process, I also learned how internal, small government structures work, and how multidisciplinary wayfinding systems are. Whether this plan is accepted for future research and implementation or shelved as an unnecessary expense will be up to the City Manager. Either way, completing such a large project was a valuable experience in communication, information processing, visualization, and anticipation of differing viewpoints. I would encourage anyone working on similar projects or research to utilize their existing resource and information network before diving straight into dense wayfinding material. I found that with proper guidance, I could begin useful work without digging secondary materials and plans that were not particularly relevant or helpful.

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Sandy Springs Wayfinding System

Preliminary Plan

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August 2017

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Acknowledgements

Wayfinding Team Members

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Director of Visit Sandy Springs

France Campbell
Traffic & Transportation Services Manager

Andrea Hall
Director of Economic Development

Trevor Ramos
Athletic Coordinator

Other

Jim Tolbert
Assistant City Manager

Nathan Holman
GIS Analyst

Section 1

Introduction

Section 1

Introduction

Sandy Springs' increasing residential and commercial density hinders directionality and place-making in the most important districts of our city. We currently lack a cohesive and functional wayfinding system, further confusing avenues of flow and contributing the traffic congestion. A multipronged approach to wayfinding allows Sandy Springs to maximize our brand exposure, direct traffic through efficient routing, and supporting the local economy.

The intention of this document is to provide information for creating a holistic and effective city-wide wayfinding system. It contains tools and strategies exemplified in other wayfinding systems across the United States, along with recommendations for a system here in Sandy Springs. 3 supplemental maps and keys, as well as a gateway properties report, accompany this preliminary plan to inform decision-makers of available options for the city. Additionally, the principles laid out in The Next 10 Comprehensive Plan, 2016 Sidewalk Master Plan, 2014 Bicycle, Pedestrian and Trail Implementation Plan, and other current plans are integrated and reinforced throughout this document.

Section 1

Goals and Objectives

(G1) Provide information for simple and direct routes (including alternative transportation) for all audiences

- (O1.1) Congestion reduction through direct routing and transit directions
- (O1.2) Encourage alternative transportation options throughout the city

(G2) Orient signs to establish relationships between destinations

- (O2.1) Coordinate signs with tourism tools for promotion of special events
- (O2.2) Promote circulation in major economic nodes

(G3) Promote branding of the city by setting standards for details and cohesiveness of signage

- (O3.1) Future signage must comply with these standards
- (O3.2) Cohesiveness over time to foster sense of place

Section 1

Strategy and Philosophy

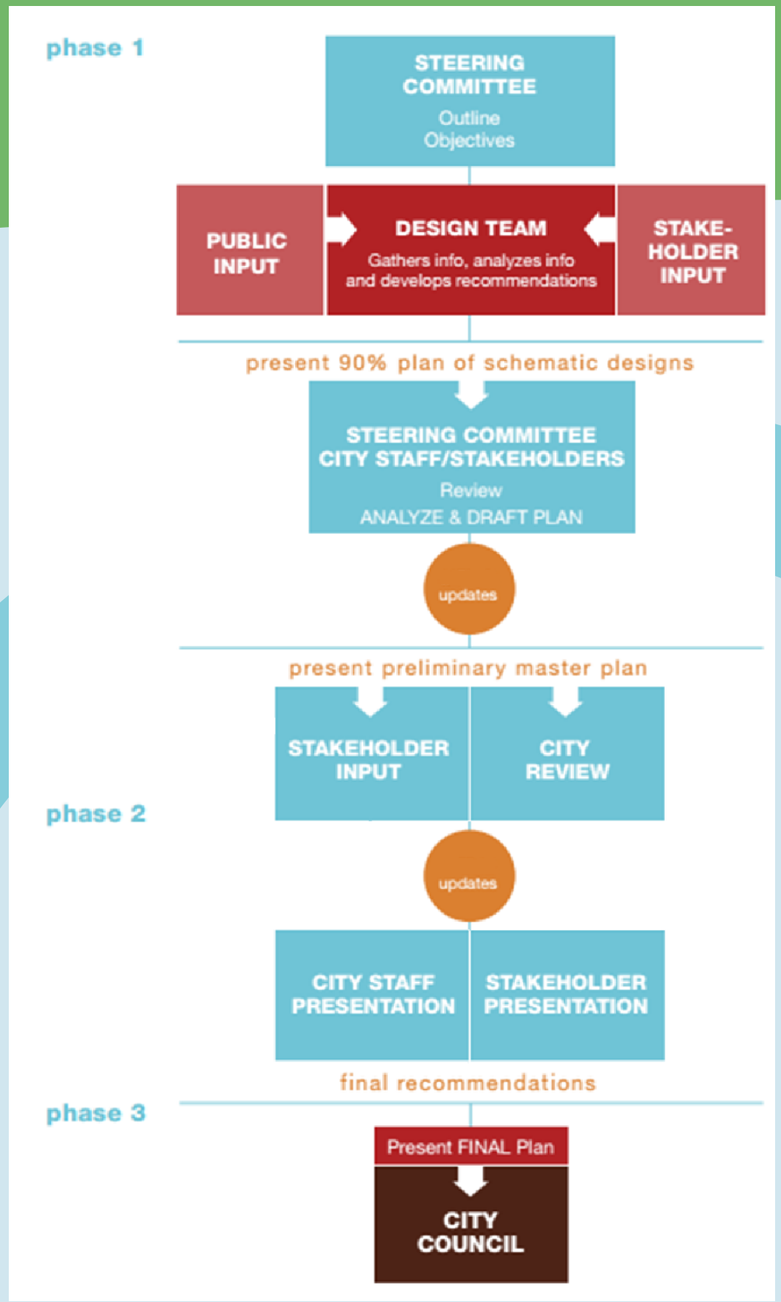
The driving philosophy behind the goals and objectives is to reduce traffic throughout the city while encouraging visitors and residents to establish mental relationships between the city's destinations/economic nodes. These efforts will be focused through the lens of the city's branding. By filtering G1 and G2 through the lens of G3, a consistent wayfinding system will impress upon users: Sandy Springs first, destinations/economic nodes second, and direct/simple routes between those destinations third. The underwent a rebranding in early 2017, which will be strengthened by a wayfinding system. This system can be expanded and altered at any time as the city continues to grow towards the goals set forth in The Next 10 and other plans.

Section 1

Proposed Approval Process

Designing and implementing a wayfinding system is a lengthy and in-depth process involving multiple stakeholders and expert opinions. Currently, the Wayfinding Team Members listed on page ii serve as both our steering committee and design team. This same Team will be in charge of updating the plan after each phase in accordance with the feedback provided from city staff and stakeholders.

As of August 2017, we are near the end of Phase 1 of the wayfinding implementation process. This document, along with the supplemental maps and documents, can be presented to stakeholders and decision-makers as a preliminary master plan for Phase 2. The City of Sandy Springs aims to complete as much of the project in-house as possible to reduce the costs of implementation.



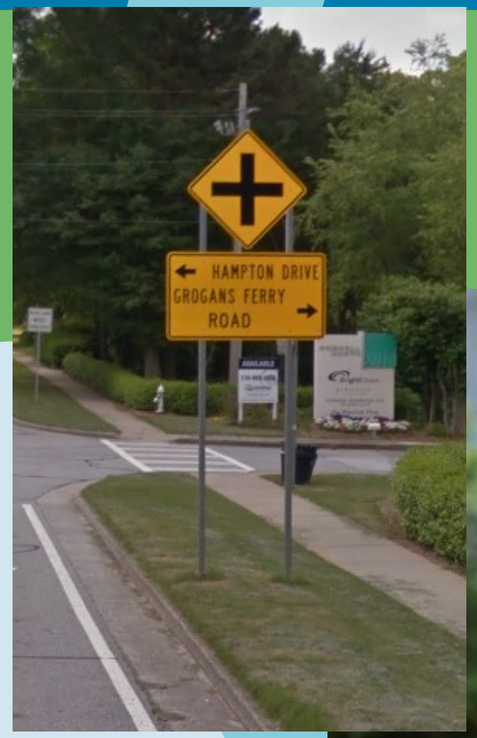
Merje Environments & Experiences, 2013.

Section 2

Tools and Technology

Section 2

Existing Conditions

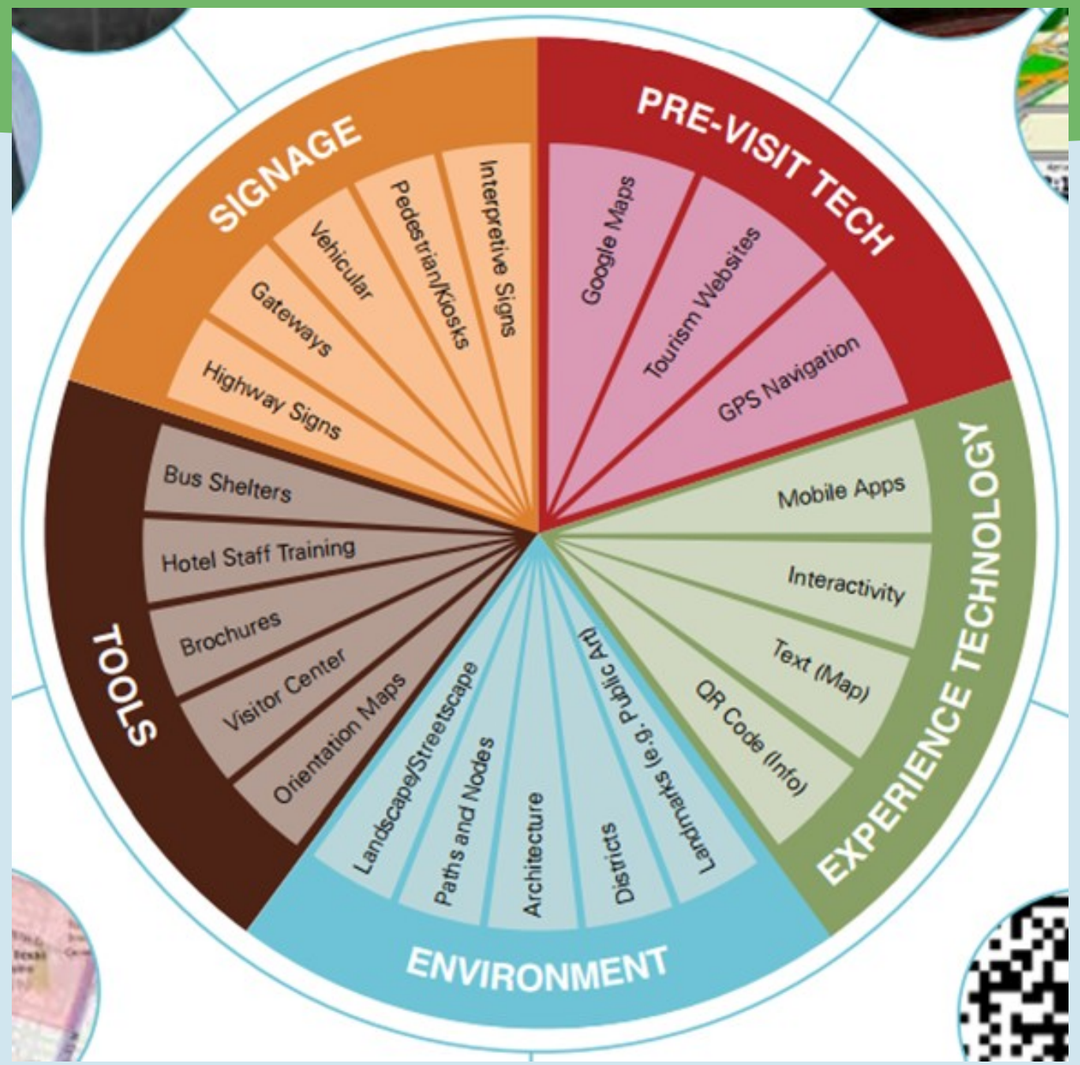


Sandy Springs hosts a mixture of gateway and directional signs that serve to signify entrance into the city and navigation towards certain streets. However, these signs are not strong branding tools, nor do they direct towards specific economic destinations or attractions. Many construction detour, road closed, and lane closure signs also clutter our streets as our city grows both economically and residentially.

By implementing a cohesive wayfinding system, we have the opportunity to transition from bright orange construction signs to a navigation system that is aesthetic as well as functional. Wayfinding allows us to revamp directional travel simultaneously with the development of new destinations and a new city brand.

Section 2

Tools and Technology



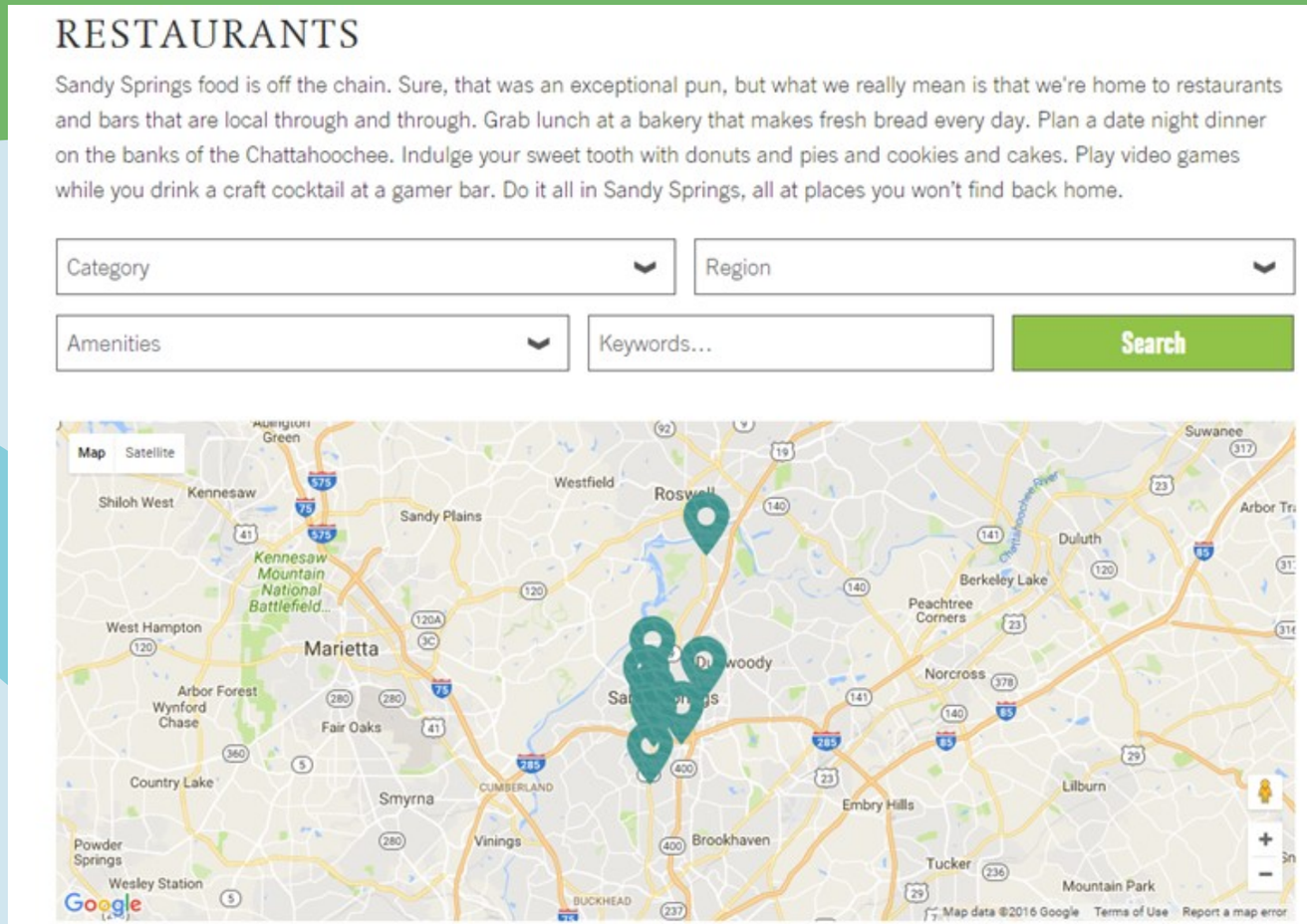
Merje Environments & Experiences, 2013.

A successful, modern wayfinding program must consider all types of experiences - not just traditional signage and maps. Younger generations expect digital tools to be readily available to them; however, that does not lessen the impact of place and physical wayfinding tools, as well as branding and place-making opportunities. Welcome brochures, paper maps, and static directionality are helpful, but not as multidimensional as digital platforms. As Sandy Springs consolidates their digital platforms, wayfinding apps and websites can also be interwoven to provide optimal information sharing.

Section 2

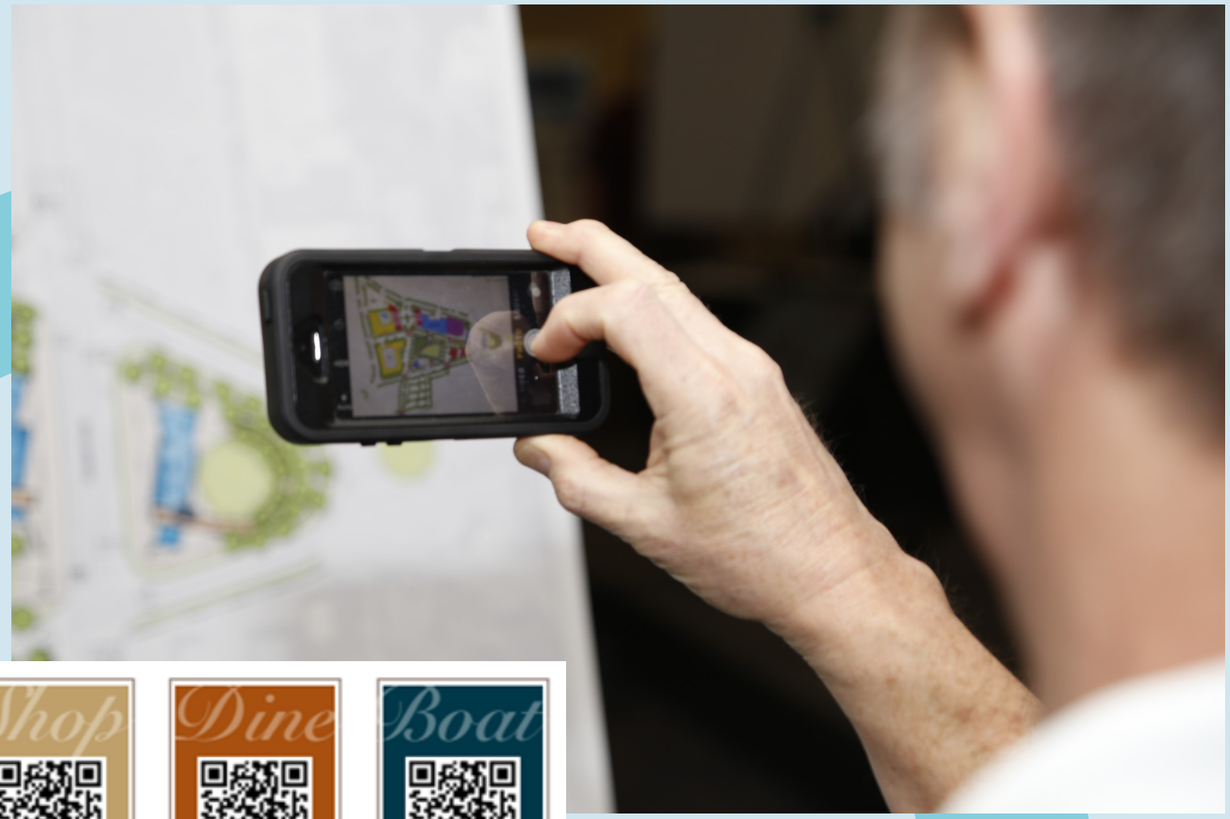
Pre-Arrival: Website, Trip Planner, Parking Map

The Visit Sandy Springs website is integrated with Google Maps, allowing site visitors to easily access hotel, restaurant, attraction and event locations. A further option is to create a trip planning tool within the website. This will not only help visitors create an itinerary and browse options, but also help the city track visitor movements and interests. Further integration of itineraries with social media and a city tourism smart phone app will publicize Sandy Springs while maximizing tourism data collection.



Section 2

Place: Mobile Apps & QR Codes



Merje Environments & Experiences, 2013.

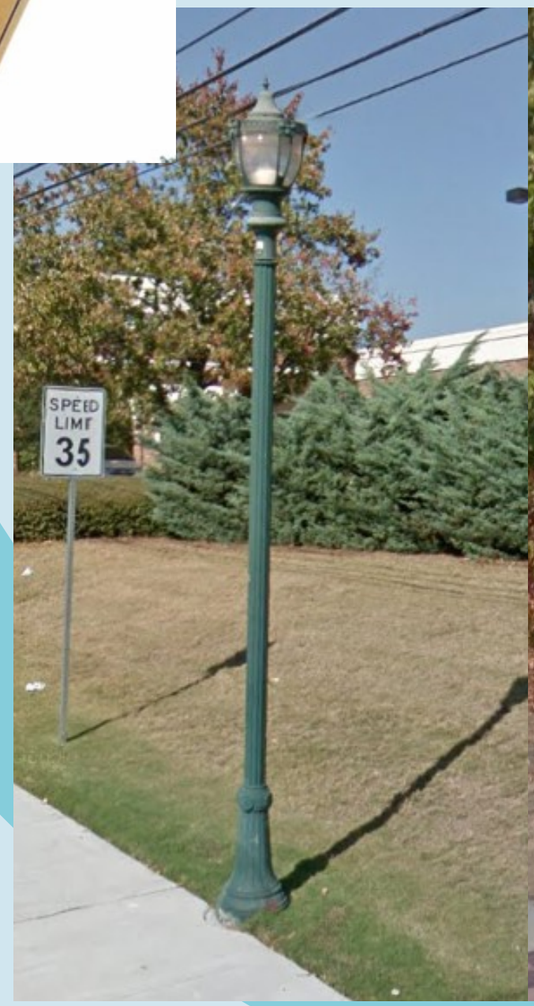
Smart phone apps provide access to detailed, interactive maps that are customizable for both the producer and the user. Producers can superimpose bike lanes, walking paths, special events, emergency services, and other points of interest (POI) that may not be displayed through standard map services (e.g. Google Maps). Users are able to customize language and break down displayed POIs by type, time, and location. This tool could connect users to itineraries on the Visit Sandy Springs website, and allow businesses to advertise up-to-date specials or sales. Drawbacks include high development costs and routine maintenance as technology changes.

QR codes are just as customizable, and more cost efficient than smart phone apps. They are painless to alter and update, and adhering the code requires only a smooth, clean surface. The simplicity and versatility of QR codes is also accompanied with data collection. As technology progresses, QR codes can be painlessly removed at no cost.

Section 2

Place: Banners

Presentations Environmental Graphic Design, 2016.



Coordinated light pole banners contribute to sense of place and branding, either for special districts or the city as a whole. Banners are interchangeable and extremely customizable for event promotion, seasonal holidays, and marketing local economic assets. While temporary, banners can be considered "current events" advertising, and serve a specific and unique purpose within the overall system by combining aesthetic decorations with marketing and branding.

Several places were identified throughout the city that are currently ready for a banner system, as discussed later in this document. As the city continues to grow and fulfill The Next 10 goals, more opportunities for banners will arise, such as in the Powers Ferry Small Area Plan, and the Peachtree-Dunwoody commuter corridor.

Section 2

Place: Kiosks

Kiosks provide more information than typical wayfinding signage, and may be a plain display ("regular") or an interactive digital display. Regular kiosks are cheaper and more common for outdoor use, while digital kiosks come with higher maintenance and installation costs, but may be stationed either indoors or outdoors. Both kiosks may be distributing points for flyers, maps, and other "take away" information; however, digital kiosks hold more potential for promoting the city's economic assets through advertisements, up-to-date event information, and more.

Sandy Springs should consider installing digital kiosks at MARTA stations, so that MARTA rides can orient themselves within the city in relation to the station, as well as receive updated information on restaurant specials, local events, and other attractions. Other areas recommended for digital kiosks include pedestrian-heavy shopping centers and parks. Regular kiosks are recommended for busy intersections and sidewalks.

Bellevue, 2009.

Olea Kiosks Inc., 2016.

Section 2

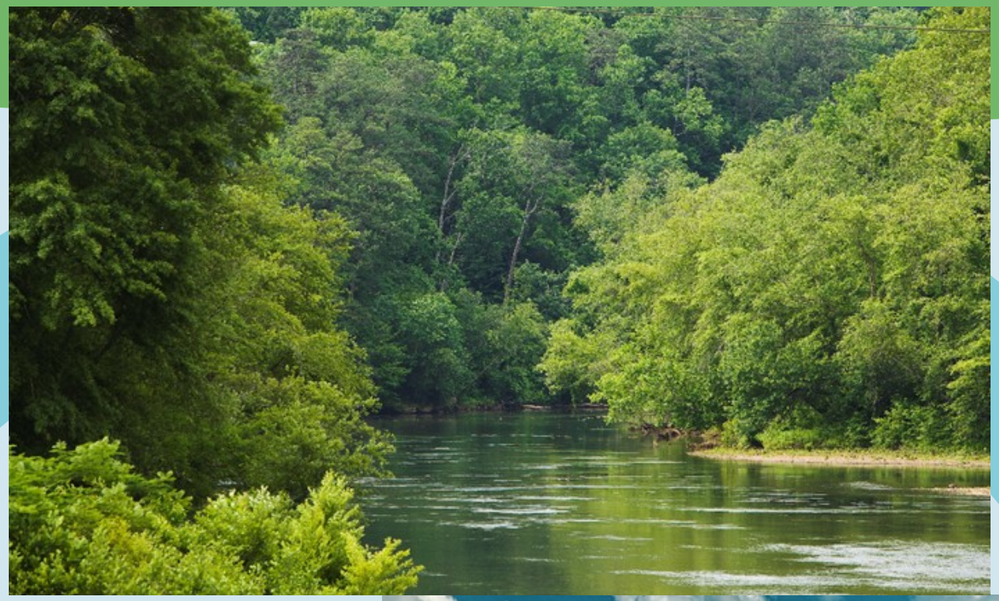
Inlaid Signs

Inlaid signs are traditionally used to display cardinal directions and historic pathways or sites. They take up significantly less space than traditional wayfinding signs and kiosks, but do not communicate the same information as normal wayfinding signage. However, they still aid in orientation and branding, and can be installed as Sandy Springs continues to develop sidewalk connections and complete streets, as in the Peachtree-Dunwoody Rd commuter corridor, or the jogging path at Abernathy Greenway South. Other ideal locations for inlaid sign opportunities can be found by evaluating the 2016 Sidewalk Master Plan and 2014 Bicycle, Trail and Pedestrian Implementation Plan.

Klein's Lawn and Landscaping, 2017; California Department of Transportation, 2017; Crème de Meph, 2011; Exploring St. Louis, 2010.

Section 2

Landmarks & Destinations



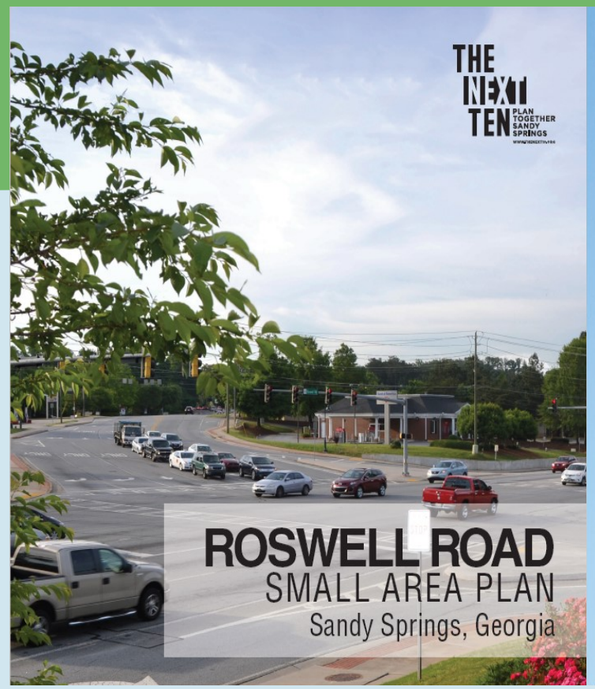
Landmarks and notable destinations intrinsically act as wayfinding tools for both visitor and resident's orientation. Sandy Springs has several features that serve as landmarks; most notably are Northside Hospital, the King and Queen buildings, City Springs, and the Chattahoochee River. Establishing orientation between these major landmarks and the districts they reside in will aid in traffic reduction by creating directional relationships among frequently visited destinations. When coupled with interactive and customizable apps, QR codes, kiosks and basic signage, landmarks become effective physical wayfinding tools by simply being iconic and memorable.

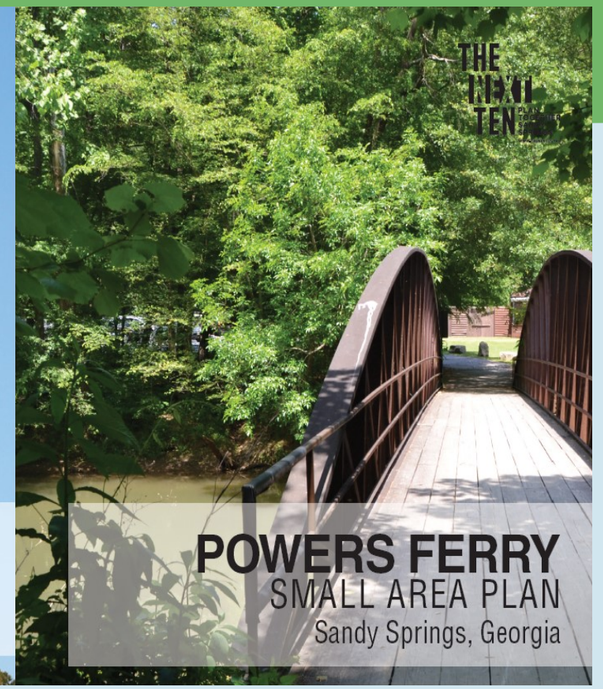
Section 3

Issues and Opportunities

Section 3

Districts





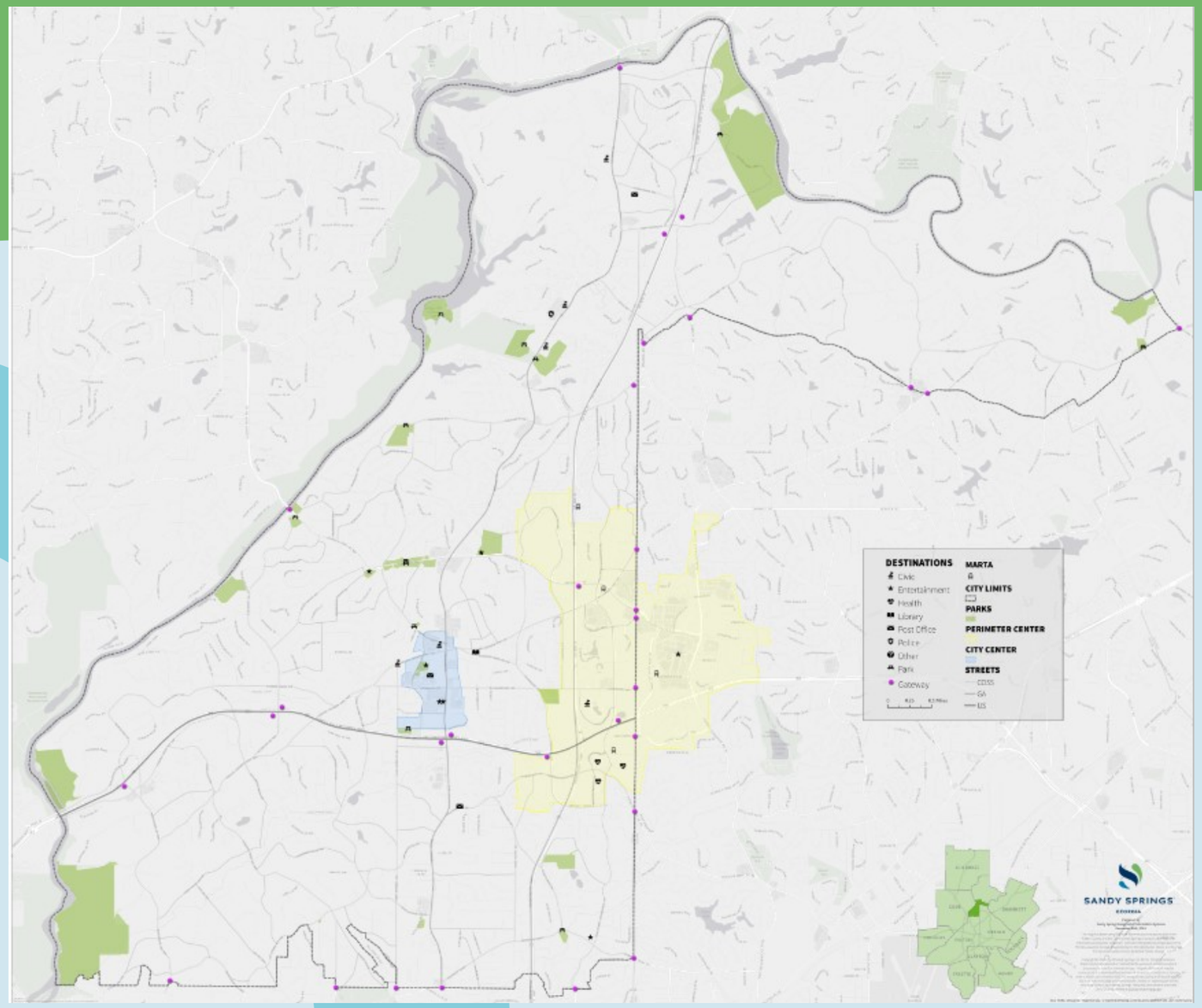
The Sandy Springs Next 10 Comprehensive Plan specifies three small area plans for future development; however, the Roswell Road and Perimeter Center plans are prioritized in this document due to their economic impact on the city. Wayfinding opportunities may be implemented in the Powers Ferry area as development occurs. While our wayfinding system will be city-wide and not exclusively in these two districts, Roswell Road and the Perimeter Center will host the bulk of wayfinding vehicle signs, pedestrian signs, banners and kiosks. This is a result of being the two most heavily trafficked areas in the city by drivers and pedestrians alike.

Section 3

Gateways

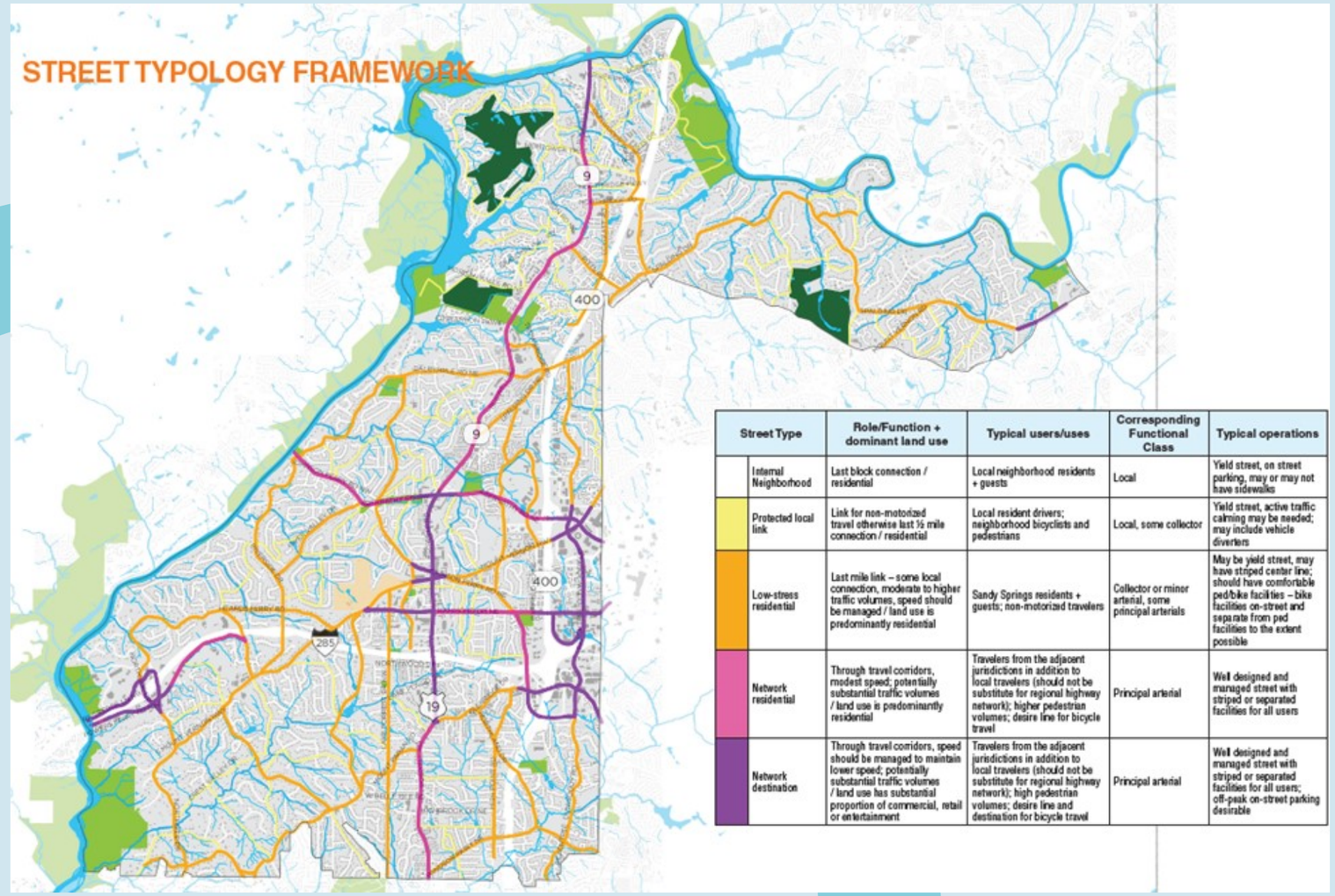
Sandy Springs has two types of entrances into the city. Peripheral gateways are found along city limits and are much more numerous than internal gateways. The Team prioritized peripheral gateways for signage based on average daily trips, traffic issues, safety concerns, future developments, and more.

Internal gateways occur within city limits, found along the north-south corridor Georgia 400, and the west-east corridor I-285. These gateways are major entryways into our city; however, we have little ownership over the land surrounding these access points. Ownership of these gateways will dictate what type of signs can be used and where they can be placed.



Section 3

Arrival and Departure Routes



Street Type	Role/Function + dominant land use	Typical users/uses	Corresponding Functional Class	Typical operations
Internal Neighborhood	Last block connection / residential	Local neighborhood residents + guests	Local	Yield street, on street parking, may or may not have sidewalks
Protected local link	Link for non-motorized travel otherwise last ½ mile connection / residential	Local resident drivers; neighborhood bicyclists and pedestrians	Local, some collector	Yield street, active traffic calming may be needed; may include vehicle diverters
Low-stress residential	Last mile link – some local connection, moderate to higher traffic volumes, speed should be managed / land use is predominantly residential	Sandy Springs residents + guests; non-motorized travelers	Collector or minor arterial, some principal arterials	May be yield street, may have striped center line; should have comfortable ped/bike facilities – bike facilities on-street and separate from ped facilities to the extent possible
Network residential	Through travel corridors, modest speed; potentially substantial traffic volumes / land use is predominantly residential	Travelers from the adjacent jurisdictions in addition to local travelers (should not be substitute for regional highway network); higher pedestrian volumes; desire line for bicycle travel	Principal arterial	Well designed and managed street with striped or separated facilities for all users
Network destination	Through travel corridors, speed should be managed to maintain lower speed; potentially substantial traffic volumes / land use has substantial proportion of commercial, retail or entertainment	Travelers from the adjacent jurisdictions in addition to local travelers (should not be substitute for regional highway network); high pedestrian volumes; desire line and destination for bicycle travel	Principal arterial	Well designed and managed street with striped or separated facilities for all users; off-peak on-street parking desirable

As displayed in The Next 10 Comprehensive Plan and the Street Typology Framework, the roads most traveled by are:

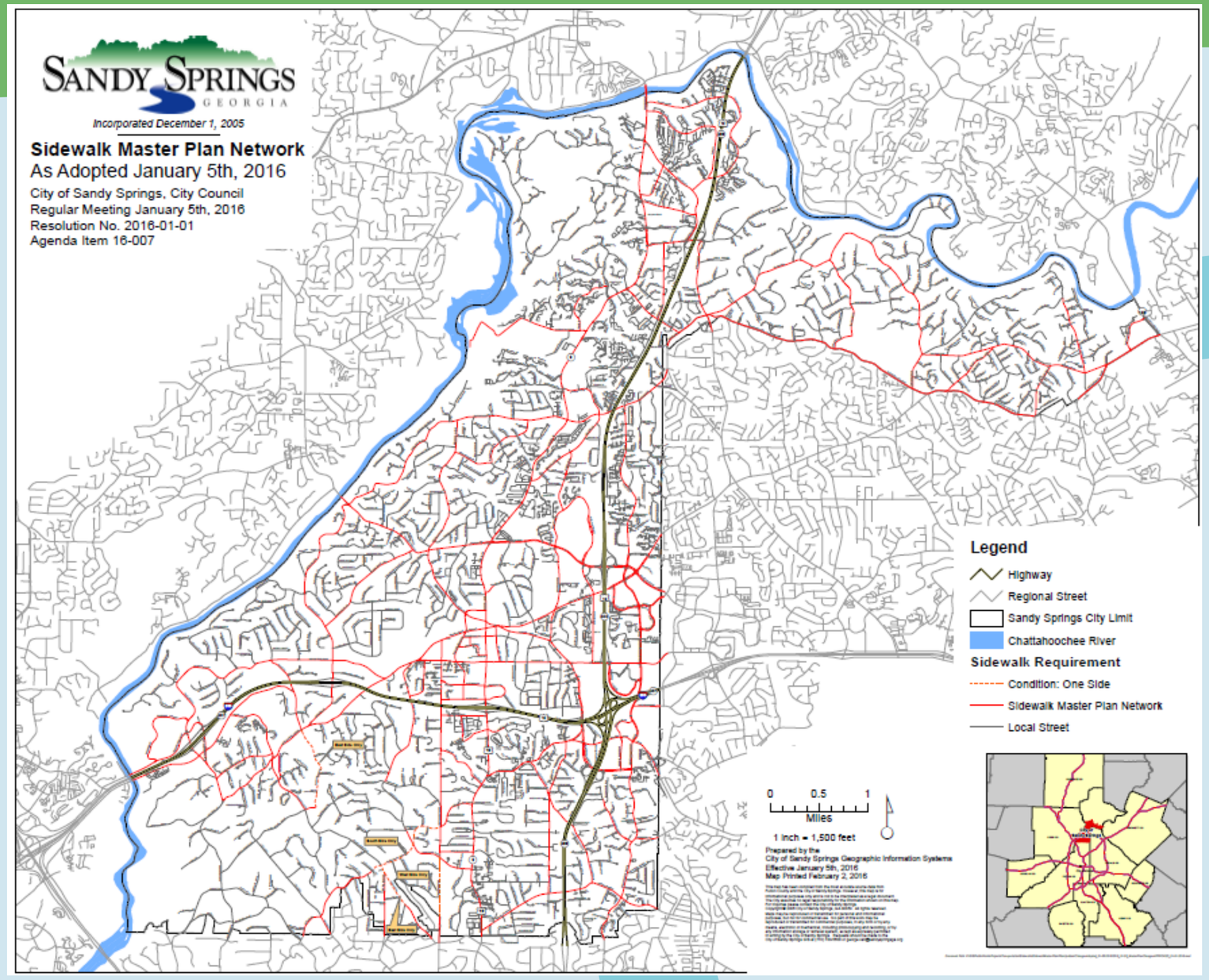
Roswell Rd
Spalding Dr
Johnson Ferry Rd
Abernathy Rd
Mount Vernon Hwy
Sandy Springs Circle
Peachtree Dunwoody Rd
Concourse Pkwy
Glenridge Connector

Vehicular signs will be focused on economic assets along these roadways, located in consideration of traffic speed, sight distance, and decision making time. These routes are also targeted for cyclist.

Section 3

Pedestrian and Cyclist Issues

As Sandy Springs develops more sidewalks for a walkable network, the need for pedestrian and cyclist signage increases. Pedestrian and cyclist signs will be concentrated around heavily economic areas, similar to the vehicular signs. As walking and cycling residents exit from neighborhood collector streets onto minor and principal arterials, they can be given directions towards destinations in terms of both *walking time* and *distance*. This considers both pedestrians' and cyclists' decision making. Pedestrian/cyclists signs can also include more destinations, such as dining and shopping. Routes identified for improvements in both pedestrian and cycling infrastructure were pivotal in deciding where signage should be placed throughout the city, and will continue to inform where future wayfinding opportunities will arise.



Section 3

Destinations

Destinations to be considered for inclusion in the wayfinding system were chosen by the Wayfinding Team and can be found on the next page of this document. Preference was given to public entities, and to Sandy Springs-specific entities, such as Heritage Sandy Springs and Lost Corner Preserve. Due to the limited space on vehicular signs, further prioritization of destinations will occur in the design phase. Any future requests from entities to be included on the wayfinding system should be approved by the Wayfinding Team.

Vehicular signs are recommended to include only 3 listings per sign, following the Manual on Uniform Traffic Control Devices (MUTCD). Pedestrian signs may hold a multitude of listings, but should be selective in order to avoid information overload. After reviewing examples from other wayfinding systems across the country, the Team chose to follow a model for including destinations similar to that of Midtown Alliance's system. We will utilize the following criteria for destination inclusion:

VEHICULAR SIGNS

- 50,000 annual visitors
- Within Small Area Plans and along streets identified as in The Next Ten Street Typology Framework
- Set days and hours of operation

PEDESTRIAN SIGNS

- 10,000 annual visitors
- Within Small Area Plans and along streets identified in the 2016 Sidewalk Master Plan
- Set days and hours of operation

Section 3

Destinations

Abernathy Greenway
Allen Road Park
Anne Frank In The World
Big Trees Forest Preserve
Chattahoochee River National Recreation Area - East Palisades
Chattahoochee River National Recreation Area - Island Ford
Chattahoochee River National Recreation Area - Power's Island
Crooked Creek Park
Fulton County Office
Georgia Department of Driver Services
Hammond Park
Heritage Sandy Springs
Johnson Ferry Green Space
Lost Corner Preserve
Marsh Creek Park
MARTA Dunwoody
MARTA Medical Center
MARTA North Springs
MARTA Sandy Springs
Morgan Falls Ball Fields
Morgan Falls Overlook Parks
Perimeter Mall
Ridgeview Park
Sandy Springs Public Library
Visit Sandy Springs

Section 3

Parking

The majority of destinations in Sandy Springs supply sufficient parking for their visitor loads. As we direct traffic to destinations, we are simultaneously directing them to parking spaces. In places such as the Medical Center and Perimeter Center, hospitals and office complexes provide on-site parking signage to private garages and lots. Although parking signage is not a current priority, future developments may increase the need for parking directionality and information.

Section 3

Special Events

The City of Sandy Springs website currently lists 9 annual events hosted by the city, supplementing weekly events spotlighted on the Visit Sandy Springs website. Temporary signs for large annual events, such as the Sandy Springs Festival, would direct event-specific traffic and pedestrians towards event grounds and parking. Digital kiosks are easily programmed for advertising special events on an as-needed basis, and are highly customizable for specific branding and display.

An alternative option for temporary signage are Sandy Spring branded sandwich boards that can be given or sold to businesses for advertisement on their sidewalk. The city may choose to gift branded sandwich boards out to businesses under the condition that the boards must be used for advertising city-sanctioned events two weeks prior to each event. Outside of this agreement, the boards may be used for general business advertisement. These pedestrian-friendly signs would also promote walkability in the districts identified in The Next 10 plan, but present an issue in enforcing that businesses advertise city events.

Section 3

Future Considerations

As Sandy Springs enacts a new comprehensive plan, development regulations, and zoning code, and as the surrounding areas continue to grow, the need for wayfinding signage will increase. The standards for this program at implementation should be able to withstand and adapt to these changes. Notable transportation examples would be the redevelopment of the I-285 and GA 400 interchange, Revive 285, as well as the expansion of Path 400. These new facilities, along with shifts in public demand, will present opportunities for expansion and adaptation of the wayfinding system. Ensuring wayfinding comprehensiveness does not cease when a final plan is adopted, and wayfinding efforts should persist as the city and surrounding areas develop further.

Section 4

Design Standards

Section 4

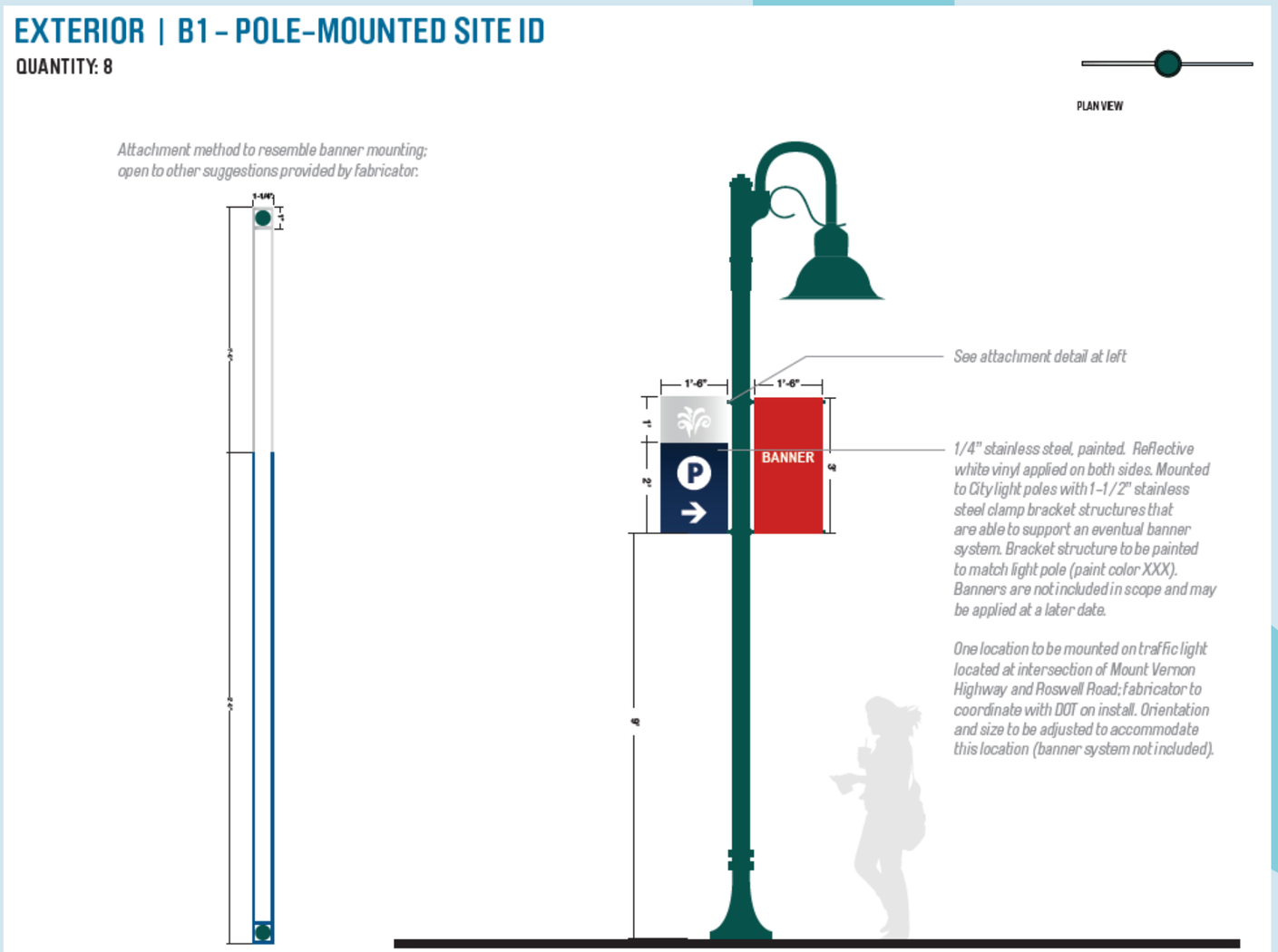
General Designs

Wayfinding presents an immense branding opportunity - for both the city itself, as well as for the businesses that call Sandy Springs home. By promoting smooth flow of vehicle and pedestrian traffic to and from destinations, wayfinding advertises the city as a cohesive and dynamic package. New designs for signs may be proposed, or designs from existing plans may be adapted and used.

Interior Architects (IA) has proposed a wayfinding system designed specifically for the City Springs site. Although City Springs has different brand standards than Sandy Springs, this document recommends retrofitting the designs and specs for Sandy Springs' wayfinding system. Color and logo alterations would adapt IA's proposed system for use city-wide. This would create consistency in dimensions and physical design across the City Springs and Sandy Springs wayfinding systems. In this redesign, Sandy Springs' brand standards will be strictly adhered to and upheld.

Only exterior signs proposed by IA would be used in the Sandy Springs system. The following pages will address the issues and opportunities of each sign type to be converted to a city-wide system. It must be noted that the designs presented on the following pages are not the final design plans, but are the most recent draft, from IA.

Section 4
Banners



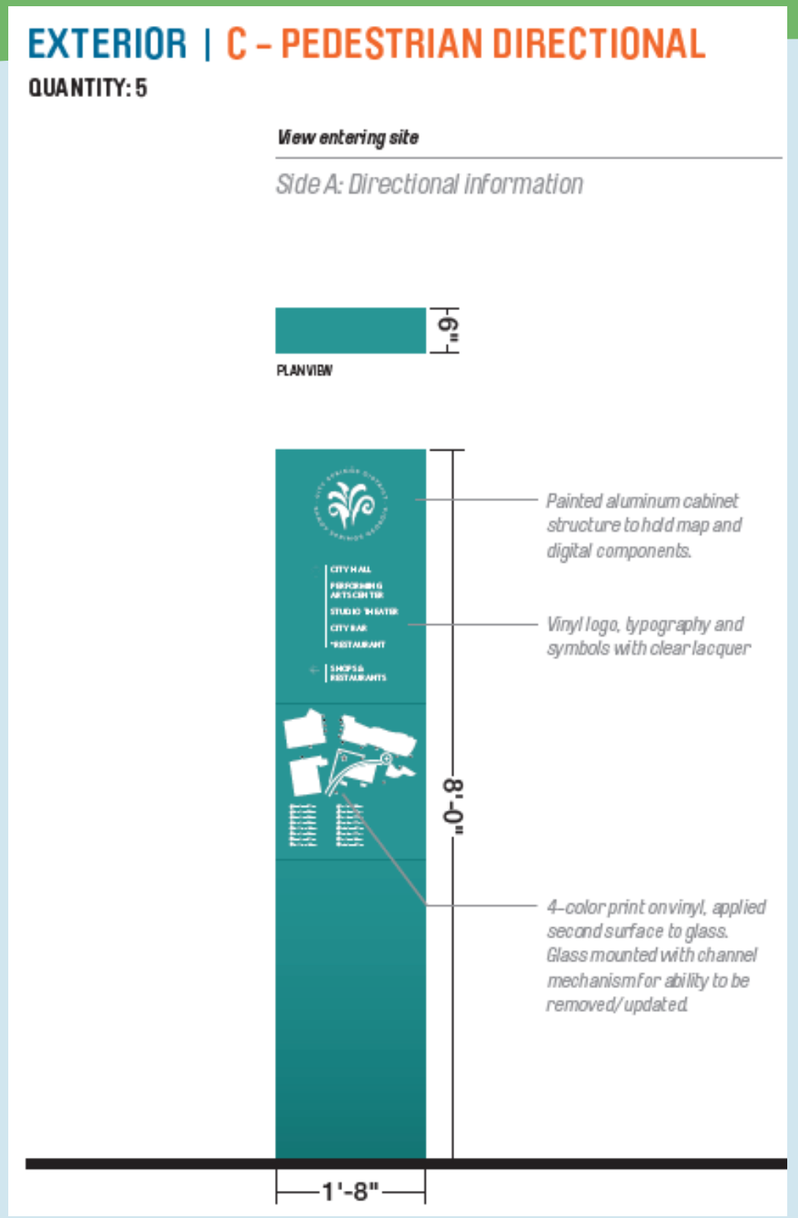
Interior Architects, 2016.

As discussed in Section 2, banners are a marketing tool that enforce a sense of place. Unlike City Springs, however, Sandy Springs streets do not have a significant amount of city-owned light poles, with the majority being owned by Georgia Power. “Pedestrian” light poles are considered light poles between 12’ - 15’ tall. GA Power requires an 8’ clearance from the bottom of any banner, making banners 18” wide by 36” tall the ideal dimensions. This would provide 12’ midblock poles a 9’ clearance, and 15’ intersection poles a 12’ clearance. The city must present GA Power with the location of each pole for the banner system, and GA Power will install and maintain banner hardware for $50/pole per year. This is ideal for private sponsors to subsidize the costs of implementing a banner system.

Section 4

Pedestrian Signs & Regular Kiosks

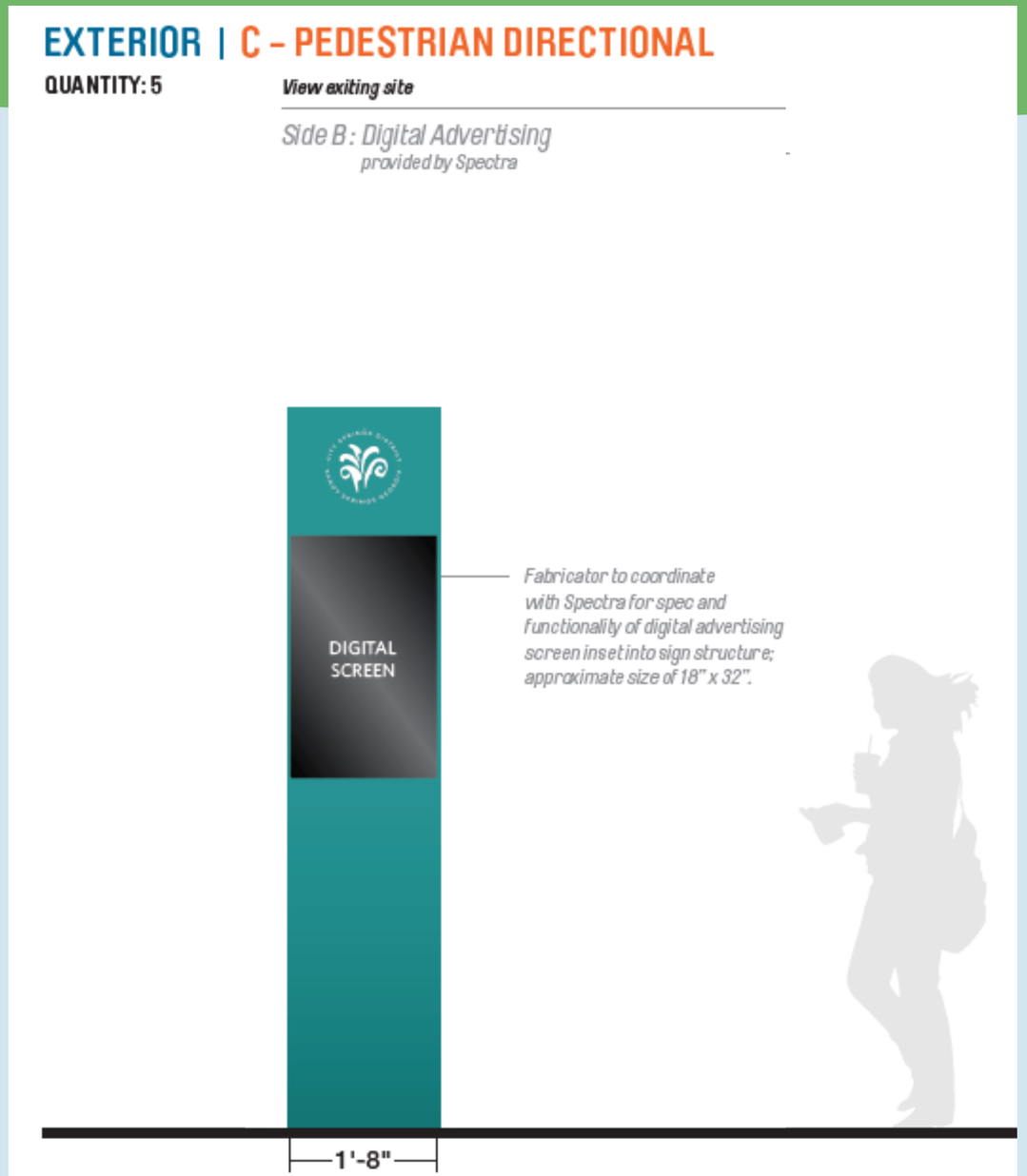
The proposed designs from IA (right) acts more as a kiosk than a typical pedestrian sign (left). Pedestrian signs will be placed inside of the sidewalk from the road and include a list of destinations, direction, distance, and walking time. Unlike the City Springs design, city-wide signs do not necessitate the need for an area map. If the city chooses to retrofit IA designs for a city-wide system, pedestrian signs would be able to present more information in the form of small scale maps. However, if the city chooses to have simplified signs with only destinations and distance/walk times, designs such as those to the left would be ideal.



Interior Architects, 2016.

Section 4

Digital Kiosks



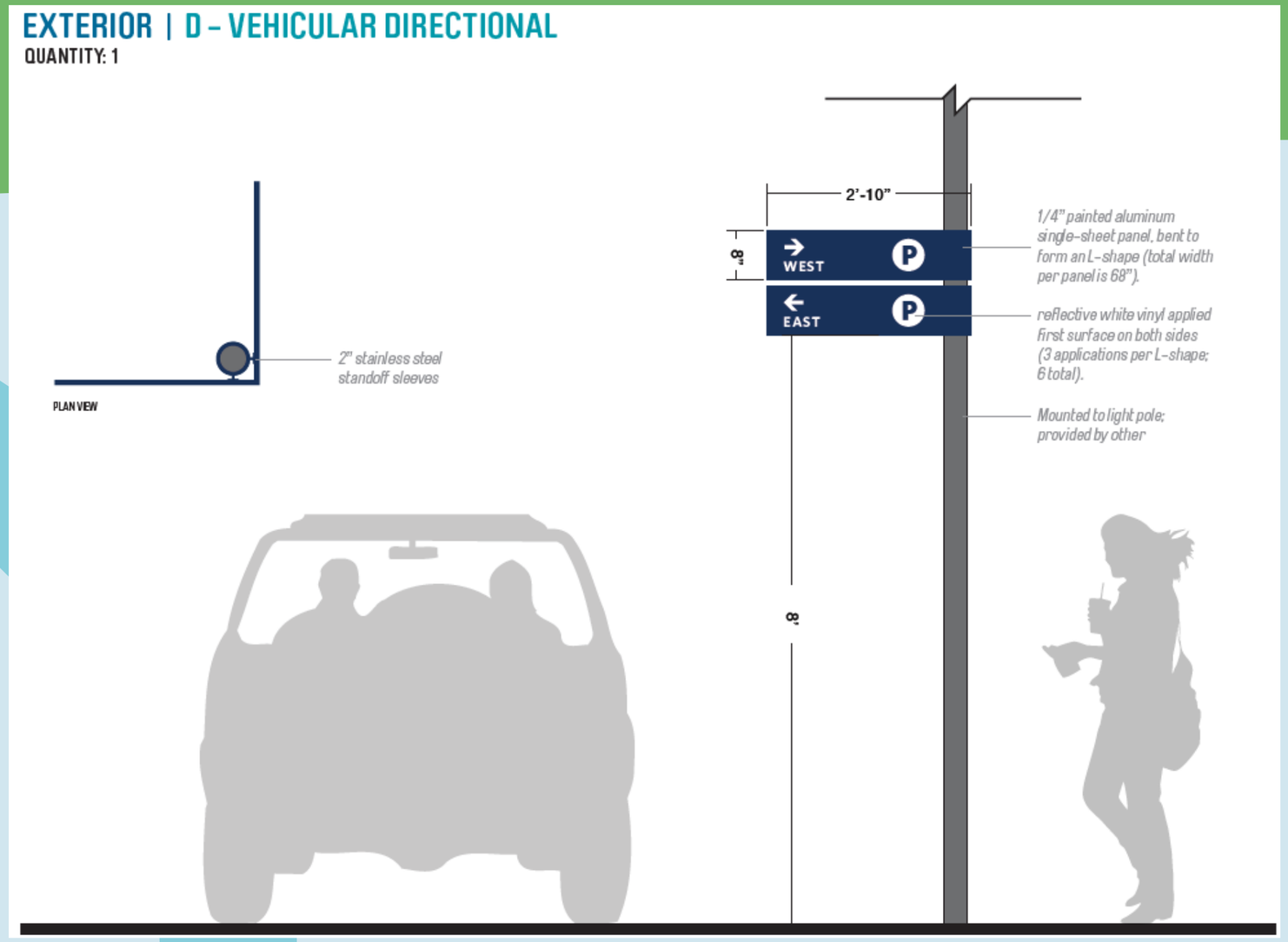
Interior Architects, 2016.

Interactive, digital kiosks have screens that can display maps, transit information, directions, special events, restaurant specials, and more. Digital kiosks should be considered for installation at MARTA stations with parking, so that pedestrians can orient themselves as well as receive updated information on walkable, transit-oriented, or drivable entertainment options. MARTA stations have covered and indoor areas that are suited for digital kiosks, and are pedestrian-oriented, similar to gazebos/information booths in the city's parks and civic buildings.

Section 4

Vehicular Signs

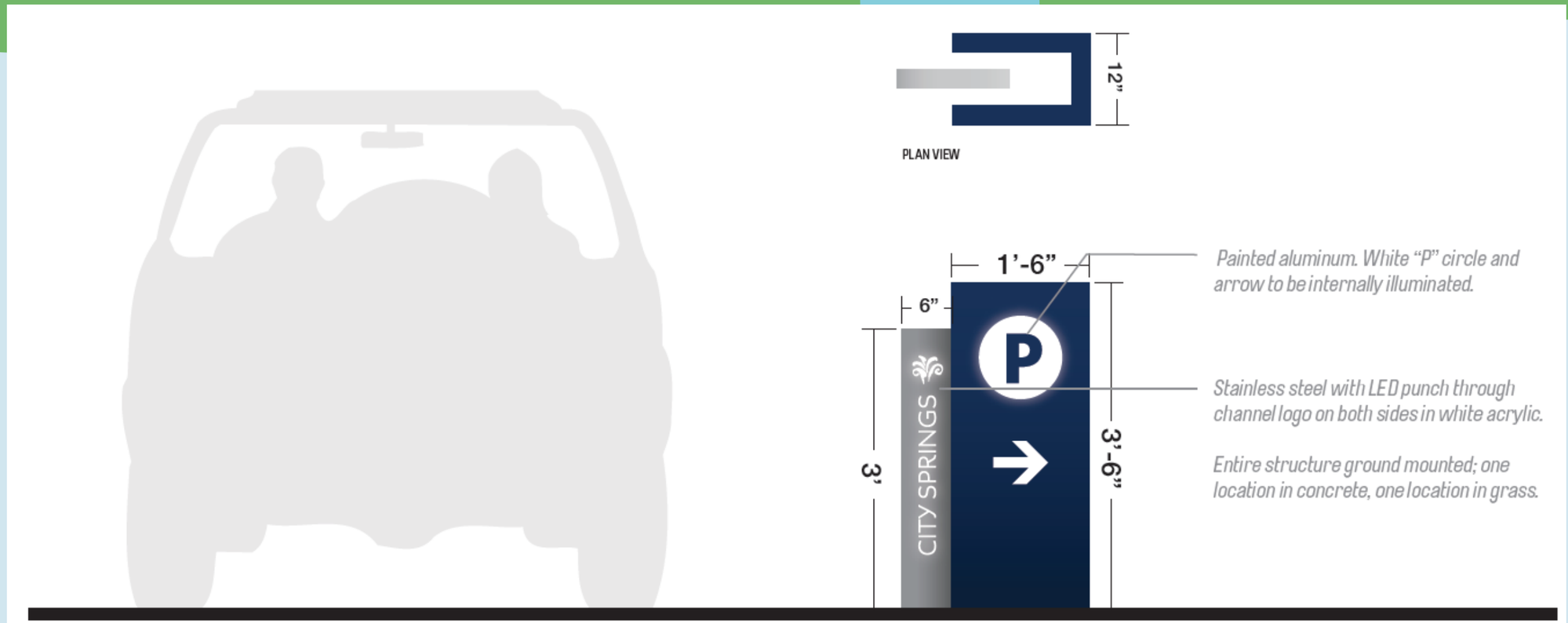
The design proposed for vehicular directional signs is specific to the low-speed intersection at the heart of the City Springs site. Signs for traffic of 25mph or less is required to have 4-inch cap height, while signs for traffic 25mph and above is required to have a 6-inch cap height. Dimensions for vehicular signs should increase proportionally to the cap height. Vehicular signs will be placed on the outside of the sidewalk approximately 200 feet from the next intersection or point of decision making.



Interior Architects, 2016.

Section 4

Parking Signs



Interior Architects, 2016.

As previously discussed, destinations within Sandy Springs have ample parking on-site. However, need for parking signage in other areas of the city may arise in the future, as parking maximums and walkability become more popular. The IA design for parking signage is sufficient to use nearly anywhere, and can easily be replicated for future demand.

Section 4

Management and Maintenance

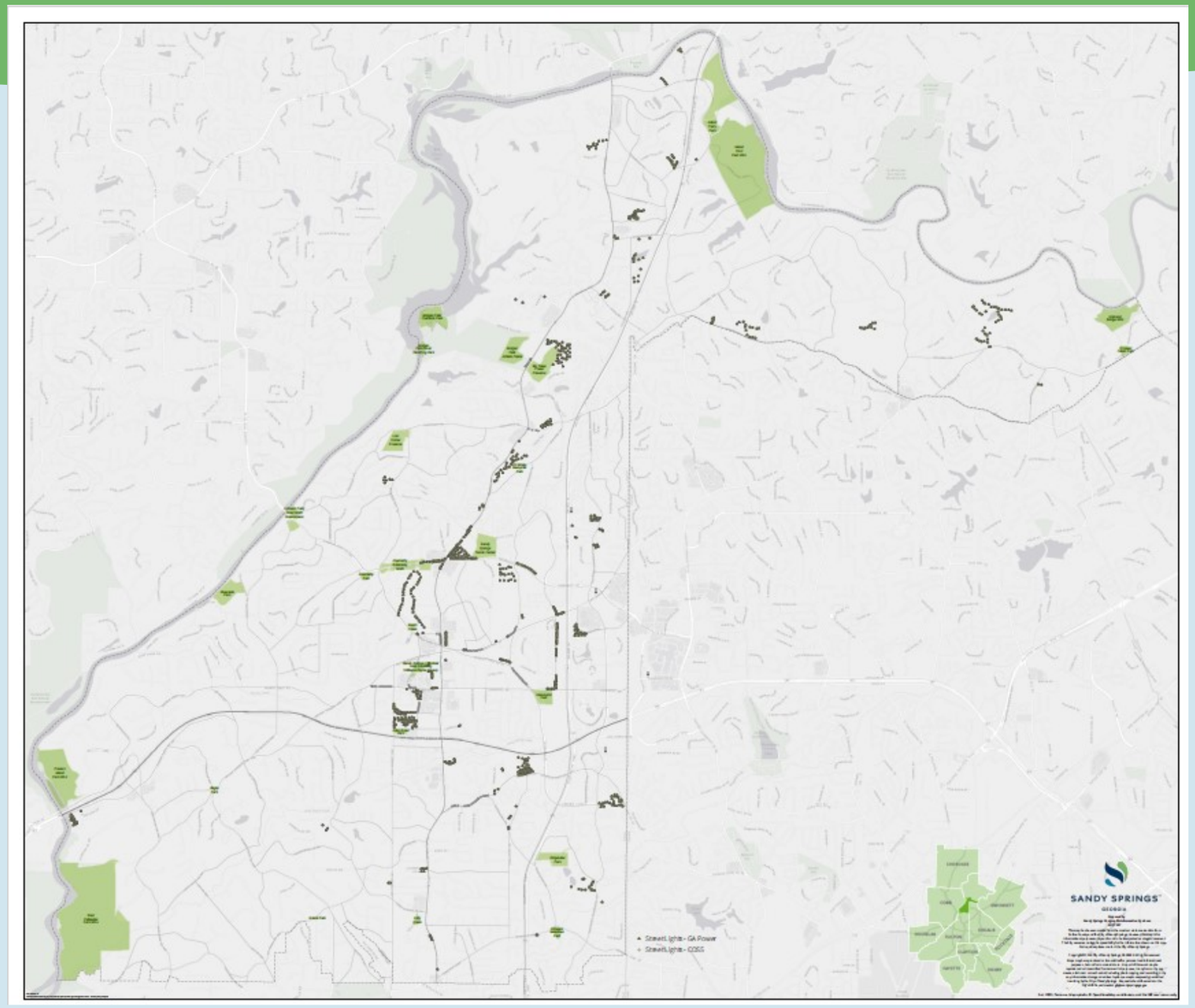
Contracting, implementation follow-through, and maintenance of the wayfinding system fall under the realm of Public Works. Wayfinding signs can be included in the Public Work's yearly sign contract, or can be a separate, stand-alone contract. Implementation may be phased by prioritized signs over a number of years, or may be implemented all at once. The proposed designs from IA are simple and clean, and should be easily reproducible between different contractors should expansion of the wayfinding system be needed in the future. However, the city may also choose to contract out for new designs, or create new designs in-house with staff members.

Section 5

Banners

Section 5

Overview Map



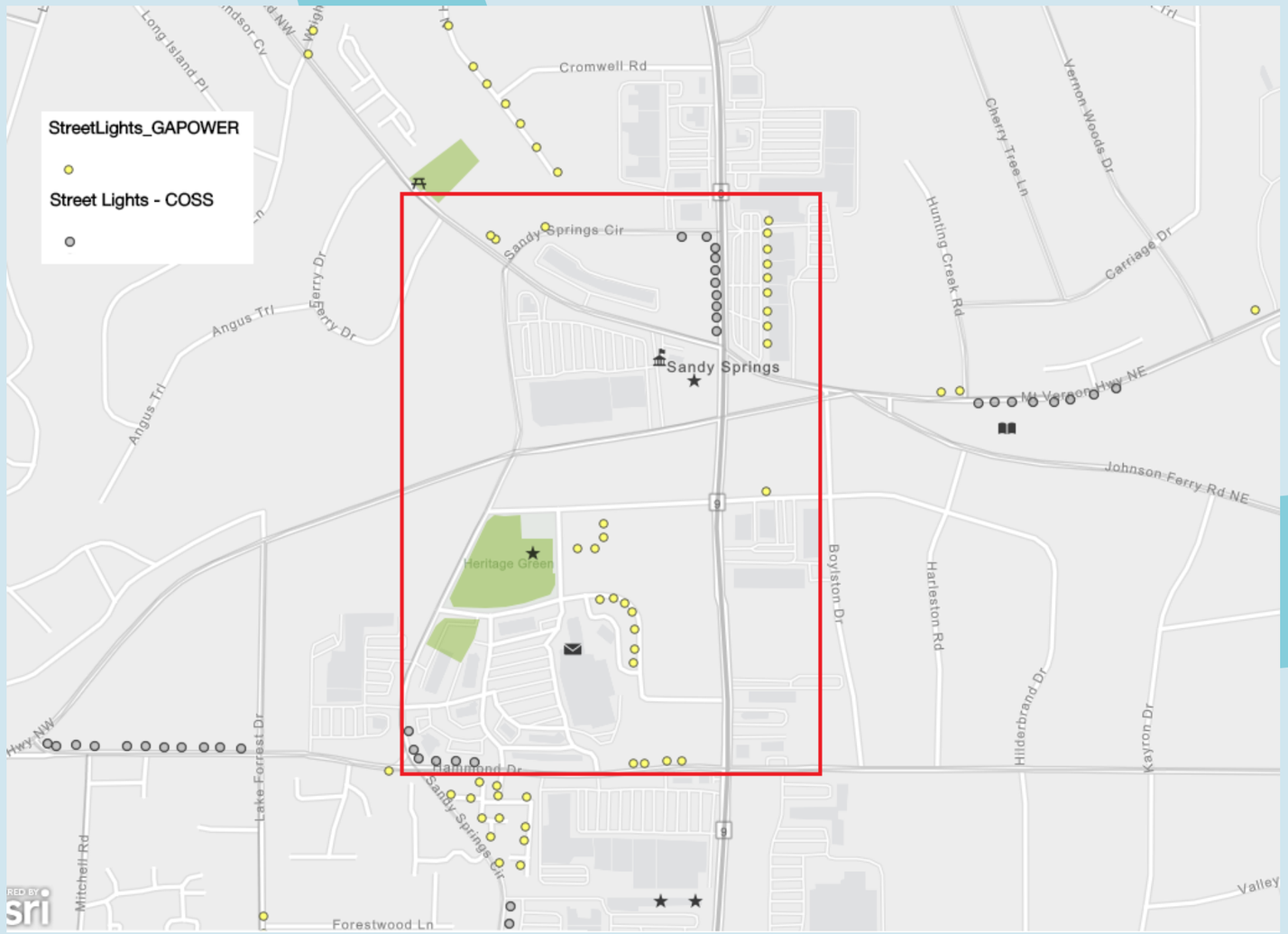
A supplemental map of all 12'-15' pedestrian light poles was rendered using shapefiles from GA Power and the city's Public Works data. The city owns only 90 pedestrian light poles. GA Power's stock is much larger, but is mainly concentrated in residential developments, such as gated townhome and condo communities. This severely limits the poles available for branding and place-making through the banner program. GA Power installs and maintains banner hardware for $50/pole/year. City-owned poles can have hardware installed for a one-time cost of $80/pole.* Taller poles are not considered "pedestrian" due to their scale, and are not eligible for banner hardware installation by GA Power.

Costs were calculated for one-time, first-year costs of hardware installation (city poles only), $50 yearly GA Power Fee (GA Power poles only), and number of times banners are changed throughout the year.

*Based on a quote from FastSigns in Sandy Springs. 8/7/17

Section 5
City Springs

Outlined in red (right) are the 44 proposed poles for banners within City Springs. 16 are city-owned and would require one-time hardware installation, while 28 are GA Power-owned. The majority of GA Power poles are located in the Sandy Springs North Shopping Center and City Walk. Although privately-owned, the proximity of these shopping centers to City Springs, and their contribution to the live-work-play goal of the area, cannot be ignored. For these reasons, the shopping centers' pedestrian poles should be included in the banner system, along with the poles near Heritage Sandy Springs and Sandy Springs Circle.



Section 5

City Springs Pricing

City Springs - City Owned Poles

First Year	Price	Quantity	Total
Hardware	$80.00	16	$1,280.00
Banners x 1	$28.74	16	$1,739.84
Banners x 2	$28.74	16	$2,199.68
Banners x 3	$28.74	16	$2,659.52
Banners x 4	$28.74	16	$3,119.36

Following Years	Price	Quantity	Total
Banners x 1	$28.74	16	$459.84
Banners x 2	$28.74	16	$919.68
Banners x 3	$28.74	16	$1,379.52
Banners x 4	$28.74	16	$1,839.36

City Springs - GA Power Owned Poles

# Times Changed	Price	GA Power Fee	Quantity	Total
Banners x 1	$28.74	$50.00	28	$2,204.72
Banners x 2	$28.74	$50.00	28	$3,009.44
Banners x 3	$28.74	$50.00	28	$3,814.16
Banners x 4	$28.74	$50.00	28	$4,618.88

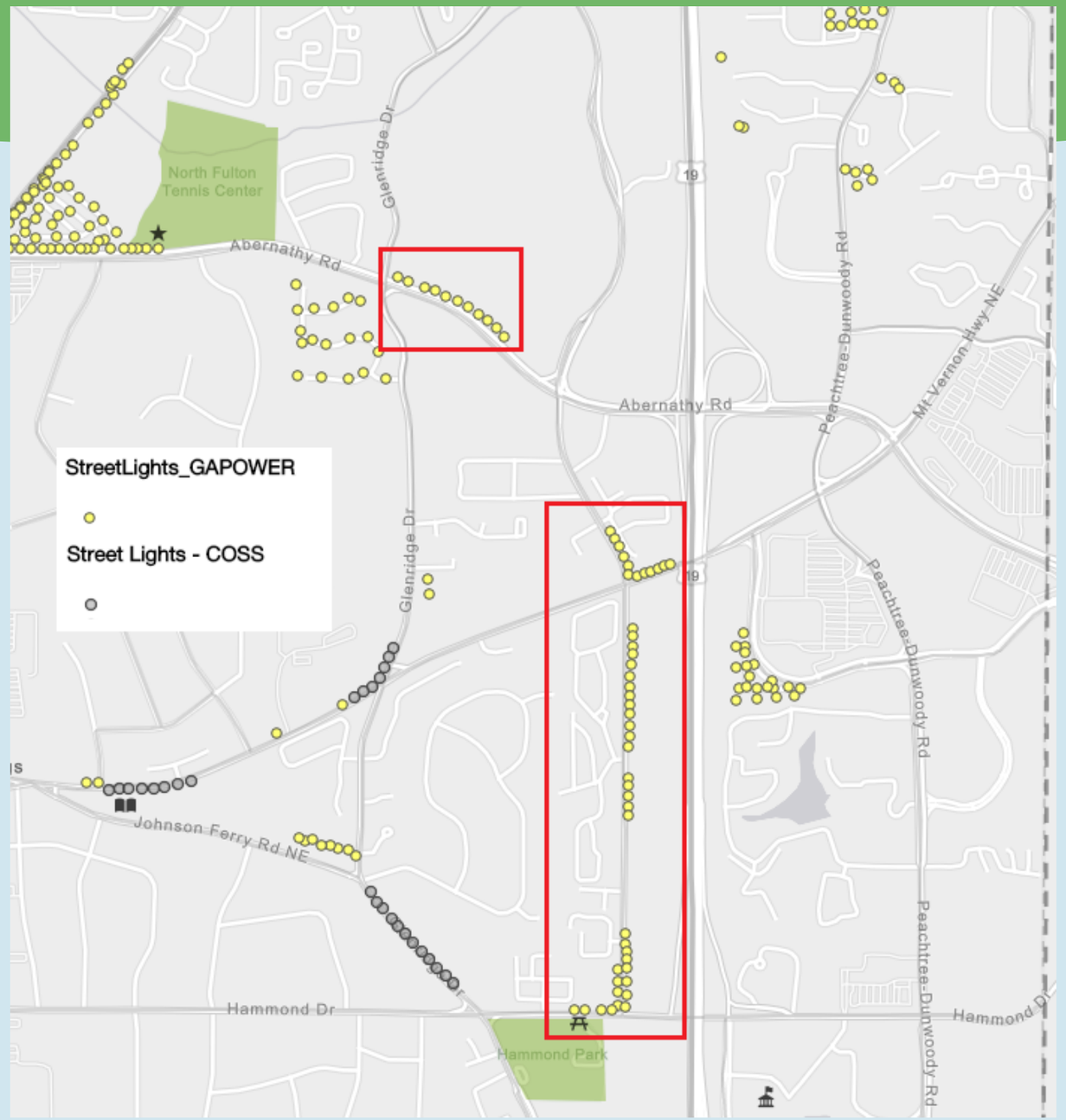
City Springs Overall Totals

# Times Changed	First Year	Following Years
Banners x 1	$3,944.56	$2,664.56
Banners x 2	$5,209.12	$3,929.12
Banners x 3	$6,473.68	$5,193.68
Banners x 4	$7,738.24	$6,458.24

Based on a quote from FastSigns in Sandy Springs. 8/7/17

Section 5

Perimeter Center



Pedestrian light poles within the Perimeter Center consist exclusively of 57 GA Power poles along Abernathy Rd (11), Barfield Rd (36), Mt Vernon Highway (6), and Hammond Dr (4). These lights serve the Mercedes-Benz Headquarters, residential areas, and medical/commercial areas, making them prime opportunities for branding and place-making on the western edge of the Perimeter Center.

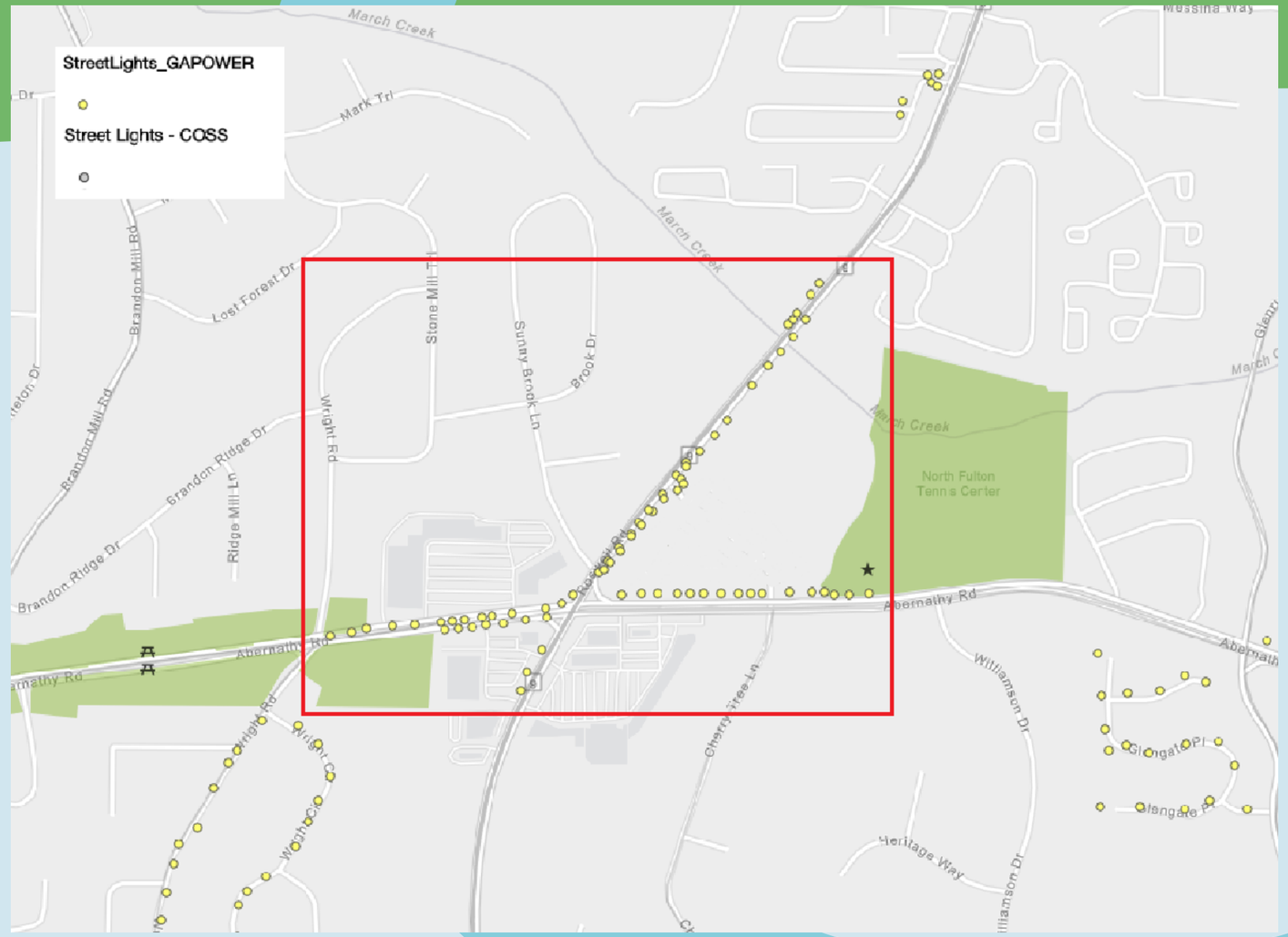
Perimeter Center - GA Power Owned Poles				
# Times Changed	**Price**	**GA Power Fee**	**Quantity**	**Total**
Banners x 1	$28.74	$50.00	57	$4,488.18
Banners x 2	$28.74	$50.00	57	$6,126.36
Banners x 3	$28.74	$50.00	57	$7,764.54
Banners x 4	$28.74	$50.00	57	$9,402.72

Based on a quote from FastSigns in Sandy Springs. 8/7/17

Section 5

Abernathy Rd & Roswell Rd

The intersection of Abernathy Rd and Roswell Rd hold a plethora of live-work-play opportunities, along with 63 GA Power pedestrian light poles. These 63 poles are indicated as yellow marks within the red box to the right, and are found exclusively along Abernathy Rd and Roswell Rd.



Abernathy Rd & Roswell Rd - GA Power Owned Poles				
# Times Changed	**Price**	**GA Power Fee**	**Quantity**	**Total**
Banners x 1	$28.74	$50.00	63	$4,960.62
Banners x 2	$28.74	$50.00	63	$6,771.24
Banners x 3	$28.74	$50.00	63	$8,581.86
Banners x 4	$28.74	$50.00	63	$10,392.48

Based on a quote from FastSigns in Sandy Springs. 8/7/17

Section 6

Gateways

Section 6

Peripheral Gateways

The Wayfinding Team prioritized gateways based on their departmental opinion of which peripheral gateways were most in need of branding and signage. Out of 8 team members, 5 replied with their preferences. Those scores were averaged into primary, secondary, tertiary, and N/A categories (right). These scores were compared against what the street typology for each gateway is listed as in The Next 10 to create a prioritized list of gateways for implementation purposes.

Peripheral Gateways	Team's Priority	Next Ten Street Typology
Holcomb Bridge Rd @ Spalding Dr	1	1 Network Destination
Roswell Rd (North)	1	1 Network Destination
Perimeter Center W	1	1 Network Destination
Hammond Dr	1	1 Network Destination
Johnson Ferry Rd NE (East)	1	1 Network Destination
Johnson Ferry Rd NW (West)	1	2 Network Residential
Roswell Rd NE (South)	1	2 Network Residential
Mt. Vernon Hwy NE @ Perimeter Center	1	3 Low-stress Residential
Peachtree Dunwoody Rd	1	3 Low-stress Residential
Central Pkwy (Crestline Pkwy)	1	N/A
Powers Ferry Rd NW	1	N/A
Spalding Dr & Dunwoody Rd Triangle	2	3 Low-stress Residential
Windsor Pkwy NE	2	3 Low-stress Residential
Spalding Dr @ Pitts Rd	2	3 Low-stress Residential
Winter's Chapel	2	N/A
Mt. Vernon Rd @ Dunwoody Club Dr	3	3 Low-stress Residential
Mount Paran Rd	3	3 Low-stress Residential
Lake Forrest Dr NE	3	3 Low-stress Residential
Lake Hearn Dr NE	3	N/A
Garmon Rd NW	N/A	3 Low-stress Residential
Jett Ferry Rd	N/A	N/A
Roberts Dr	N/A	N/A

Section 6

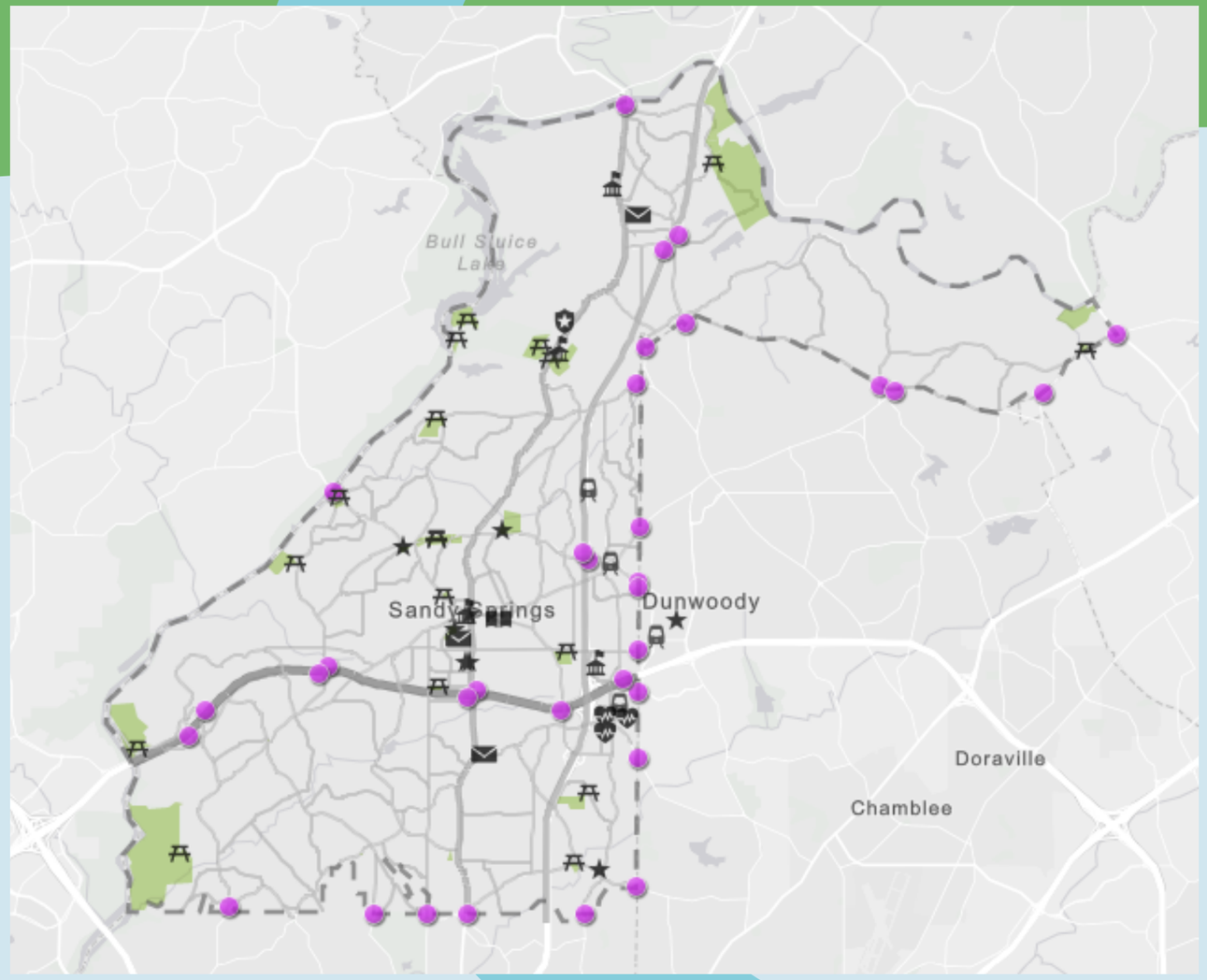
Internal Gateways

As with peripheral gateways, the 5 out of 8 team members responded prioritizing internal gateways. Again, these scores were averaged into three ranking categories. The Next Ten does not address internal gateways, as the streets they are associated with are not owned by Sandy Springs. Internal gateways experience more traffic than peripheral gateways, and hence have more branding potential, but land ownership will severely limit gateway signage placement. Signs may need to be placed many yards away from exits, where Sandy Springs and Public Works own right-of-way. Closer evaluation of available positions should be done with GIS and Public Works.

Internal Gateways	Team's Priority
I-285 Northside Dr Exit (Westbound)	1
I-285 Northside Dr Exit (Eastbound)	1
I-285 Riverside Dr NW (Eastbound)	1
I-285 Roswell Rd (Westbound)	1
I-285 Roswell Rd (Eastbound)	1
I-285 Peachtree Dunwoody Rd (Westbound)	1
G400 Abernathy Rd (Northbound)	1
G400 Abernathy Rd (Southbound)	1
G400 Northridge Rd (Northbound)	1
G400 Northridge Rd (Southbound)	1
I-285 Riverside Dr NW (Westbound)	2
G400 Glenridge Connector (Northbound)	2
G400 Glenridge Connector (Southbound)	2
I-285 Glenridge Connector (Eastbound)	3

Section 6

Supplemental Documents



Two supplementary documents contain all the possible locations for gateway signs to be placed. The first focuses on peripheral gateways, which are located on roadways owned by the City of Sandy Springs (with the exception of Roswell Rd). This document contains options for each gateway sign location, information about the nearest properties, and distance from the physical boundary of the city limit. While some location options may be better than others, the distance from the gateway boundary may render a sign location irrelevant. This document is to provide information for decision making for final sign placement.

The second document focuses on internal gateways, which are exclusively for traffic exiting from GDOT roads. Not all sign location options are on GDOT right-of-way, but most are. These will require special permissions, contracts, and final approval from GDOT. This document also contains the zoning (as of February 2017) for the nearest properties to each gateway, to provide context for sign design and placement.

Section 6

Implementation

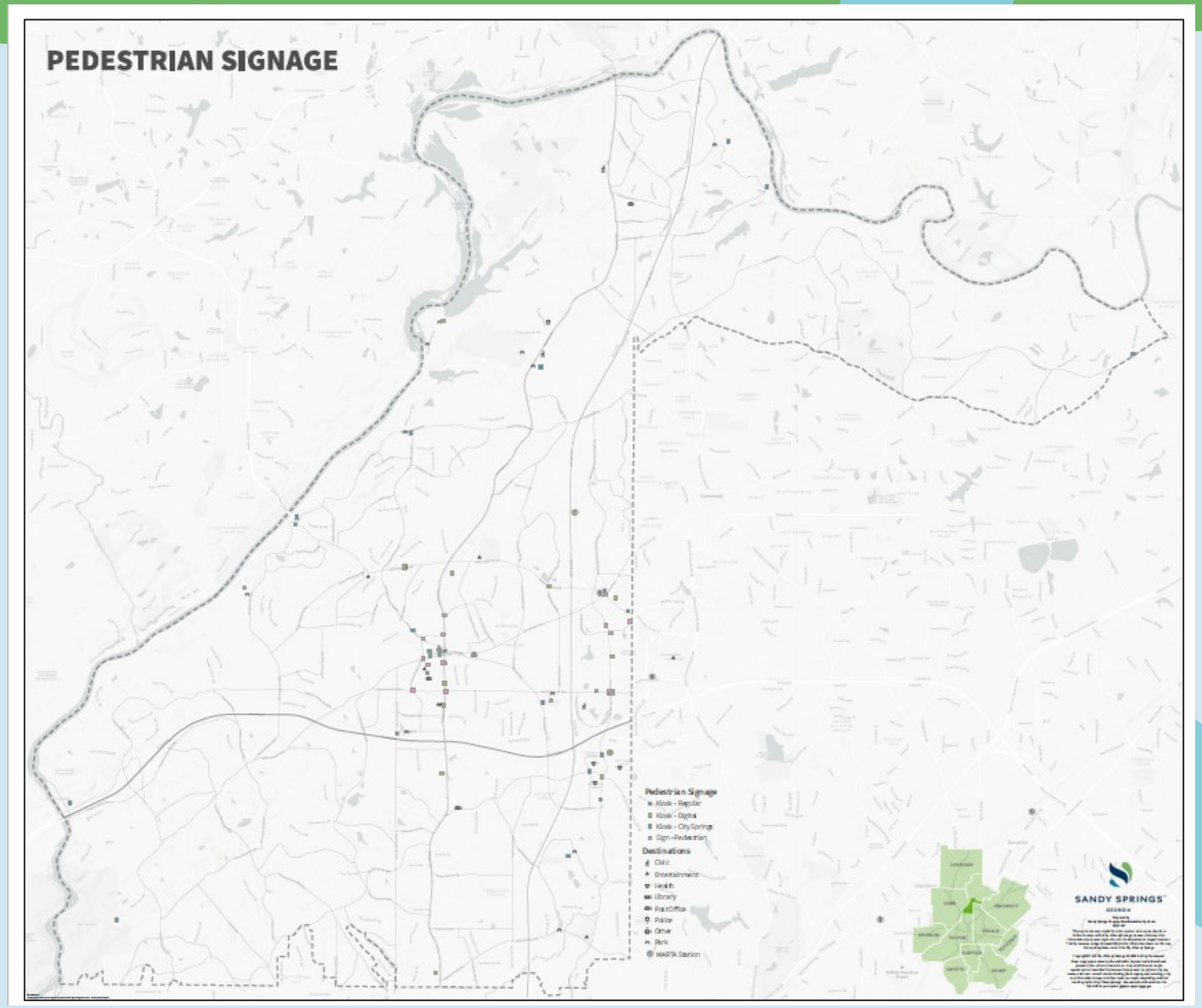
The supplementary documents previously mentioned are structured by prioritized gateways. Gateway signs function primarily as branding tools, and have the option to include directional signage if it is not already provided. Each sign should fit the context of the zoning around it (ex: commercial, residential, etc.), which may effect type, size, materials, and price. Prioritization should be taken into consideration when implementation occurs, but budgetary concerns and cost per sign may also play a role in implementation strategy. Gateway signs can be creative and artistic, such as monument signs, and present an opportunity for the city to contract with local artists.

Section 7

Pedestrian Signage

Section 7

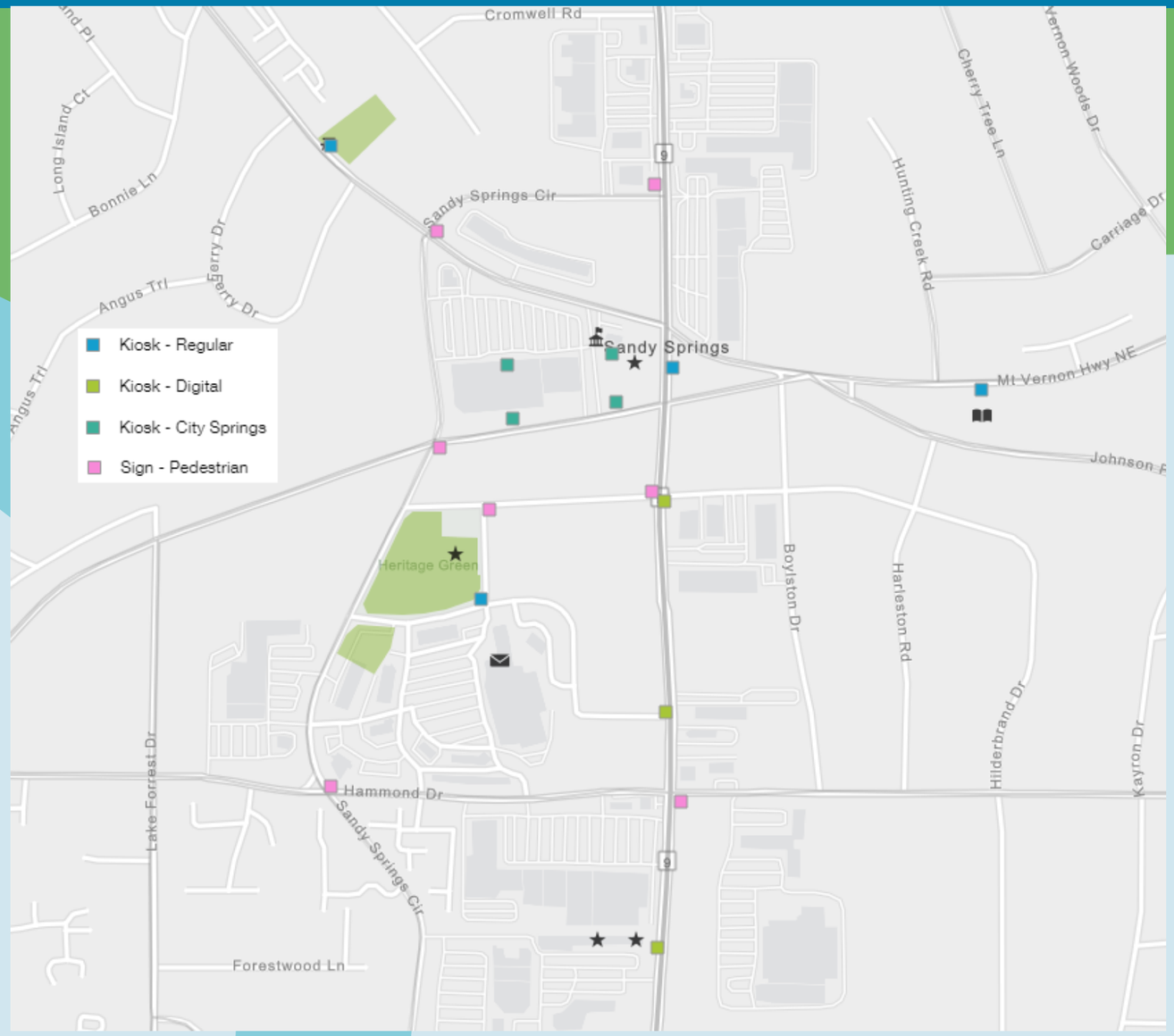
Overview Map



One master map containing the proposed locations of all kiosks and pedestrian signs is available as a supplementary material to this document. Pedestrian signs may contain as much or as little information decision-makers want, and can be marketed towards both pedestrians and cyclists alike. More signs may be added to the system as Sandy Springs evolves to become more pedestrian friendly.

Section 7

City Springs



City Springs is slated to be the top live-work-play location of Sandy Springs. As such, pedestrian signage will play a pivotal role in place-making and directionality throughout the city from the City Springs site. Four digital kiosks on the City Springs site will be located in the park on the south side of the block, with other digital kiosks proposed at the residential/pedestrian areas of Hilderbrand Dr and Roswell Rd, City Walk, and Visit Sandy Springs shopping areas. To supplement these interactive stations, regular kiosks are proposed at Marsh Creek Park, the triangle east of City Springs, the library, and Heritage Sandy Springs.

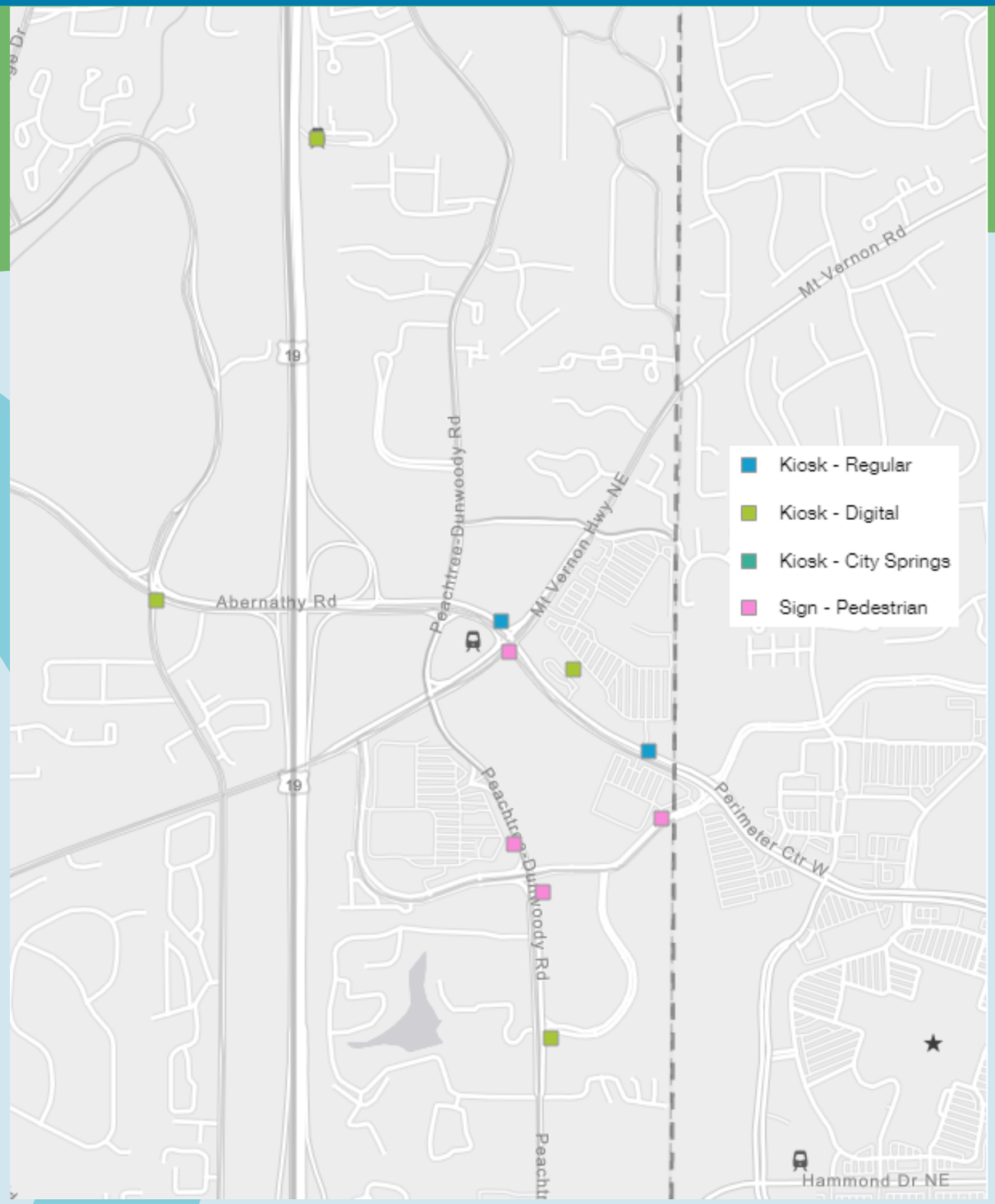
Pedestrian signage is also scattered throughout the area around City Springs to promote walkability and flow. Pedestrian signs are place along Sandy Springs Circle, Hilderbrand Dr., and Roswell Rd in order to direct pedestrians into and out of the City Springs area.

Section 7

Perimeter Center

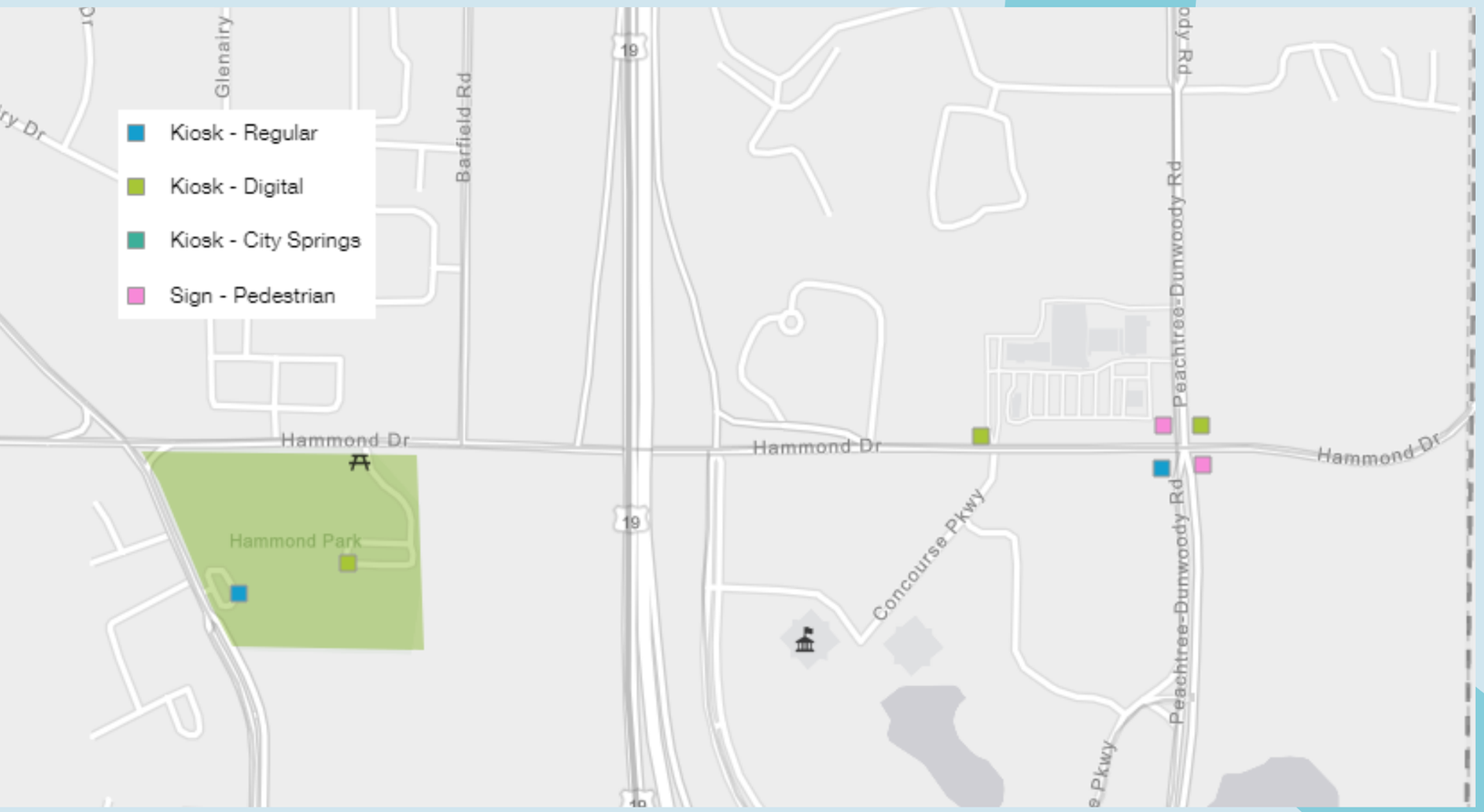
The Next 10 Comprehensive Plan pegs the Perimeter Center as a future pedestrian and cycling hub. A combination of kiosks and pedestrian signs will put instant information and directionality at the fingertips of walkers and cyclists alike. Digital kiosks are proposed at the North Springs and Sandy Springs MARTA stations, as well as the Mercedes-Benz headquarters, and the intersection of Central Park Dr and Peachtree-Dunwoody Rd. Regular kiosks at the off-site Sandy Springs MARTA entrance and at the gateway on Perimeter Ctr W.

In addition to kiosks, two pedestrian directional signs are proposed at major walkable entrances to the city (Sandy Springs MARTA Station and Central Pkwy), and two are proposed along Peachtree-Dunwoody Rd. These tools will help create the commuter corridor along Peachtree-Dunwoody Rd that is envisioned in The Next 10 Small Area Plan.



Section 7

Hammond Drive

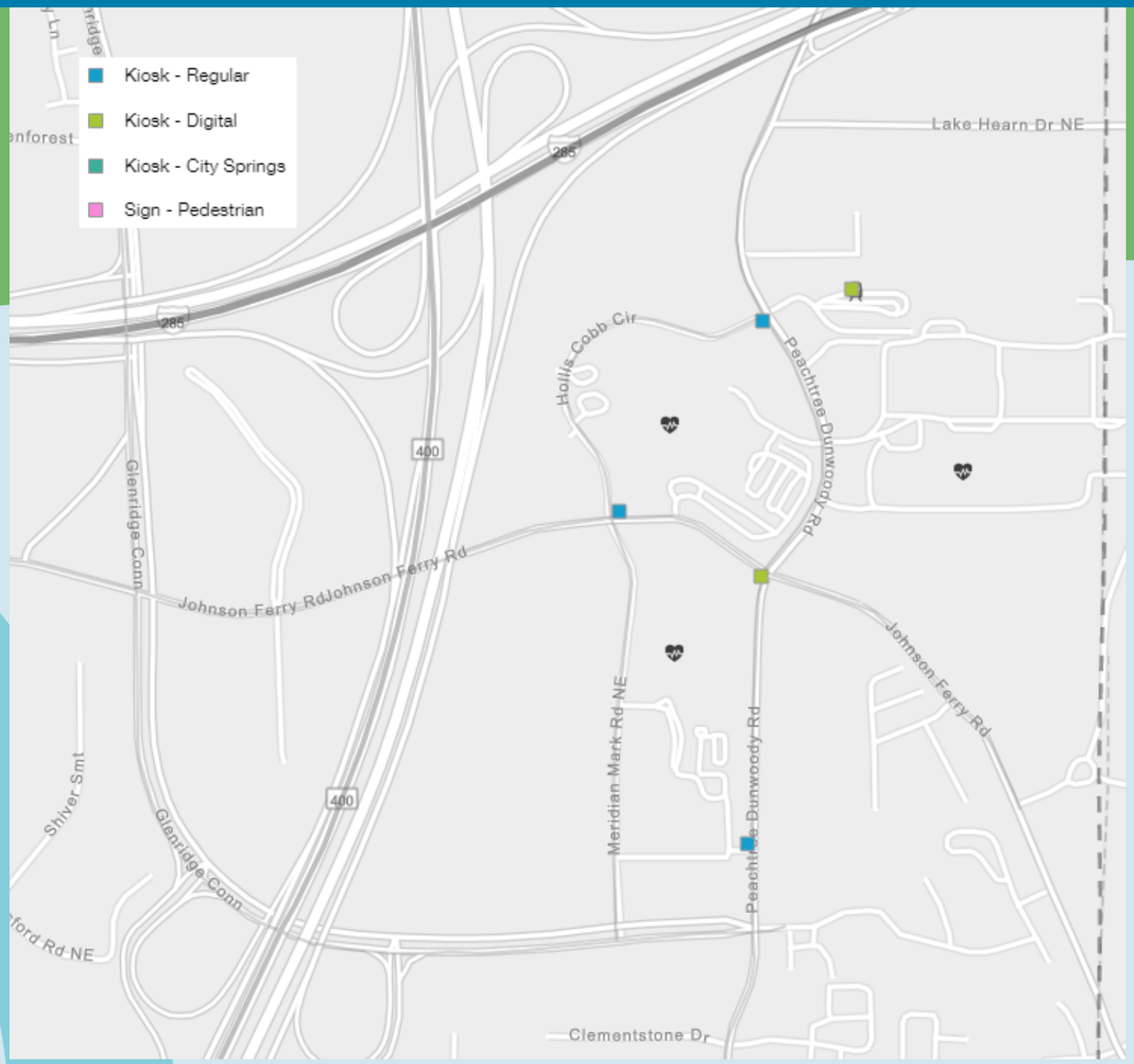


Hammond Dr's future as a major route through Sandy Springs holds much potential for becoming a pedestrian-friendly environment. Three digital kiosks are proposed at various developments: Hammond Park (main lot), Publix at Perimeter shopping area, and near the gateway and residences on the northeastern corner of Hammond Dr and Peachtree-Dunwoody Rd. To supplement, regular kiosks are proposed at the smaller, secondary entrance of Hammond Park, and on the southwestern corner of Hammond Dr/Peachtree-Dunwoody Rd. The two remaining corners of the intersection are proposed to have pedestrian signs, to provide easy access to information for residents and workers utilizing the intersection from all directions.

Section 7

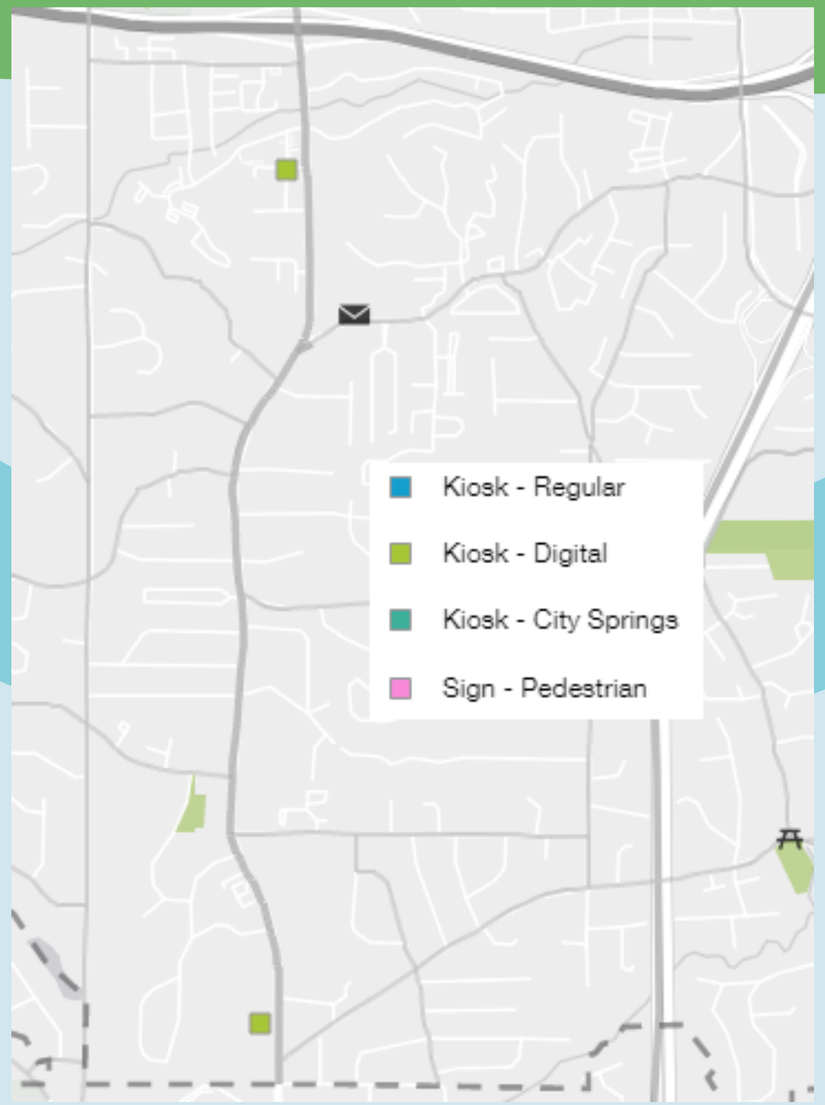
Medical Center Area

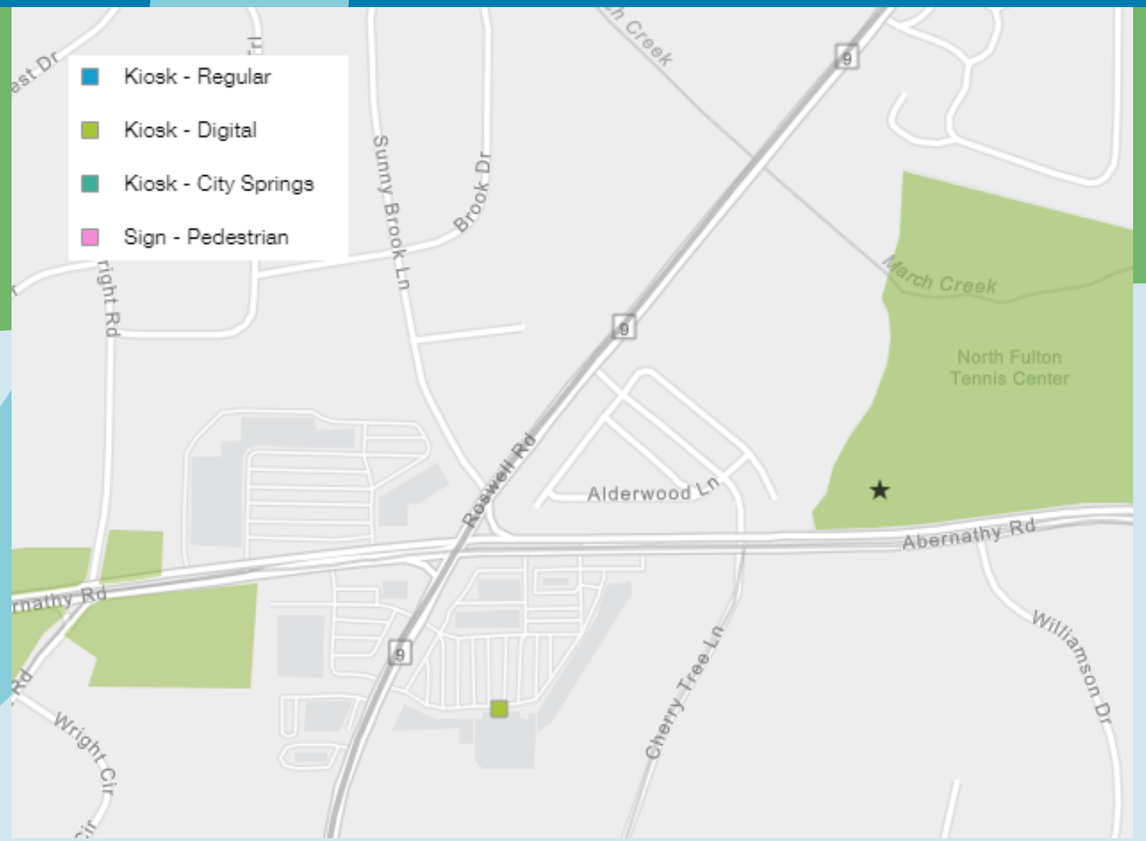
Sandy Springs' Medical Center has privately owned, internal wayfinding serving each of the three major hospital sites. The city's wayfinding goal is to direct traffic surrounding the Medical Center to the major sites within the center as efficiently as possible. As for pedestrian signage, digital kiosks are proposed at the Medical Center MARTA station, and on the southwestern corner of the Peachtree-Dunwoody Rd and Johnson Ferry Rd intersection. Three regular kiosks placed on sidewalks along Hollis Cobb Circle and Peachtree-Dunwoody Rd serve to supplement flow of pedestrians throughout the Medical Center. The city's wayfinding system is meant as a compliment and supplement to each hospital's individual wayfinding system.



Section 7

Roswell Road Corridor



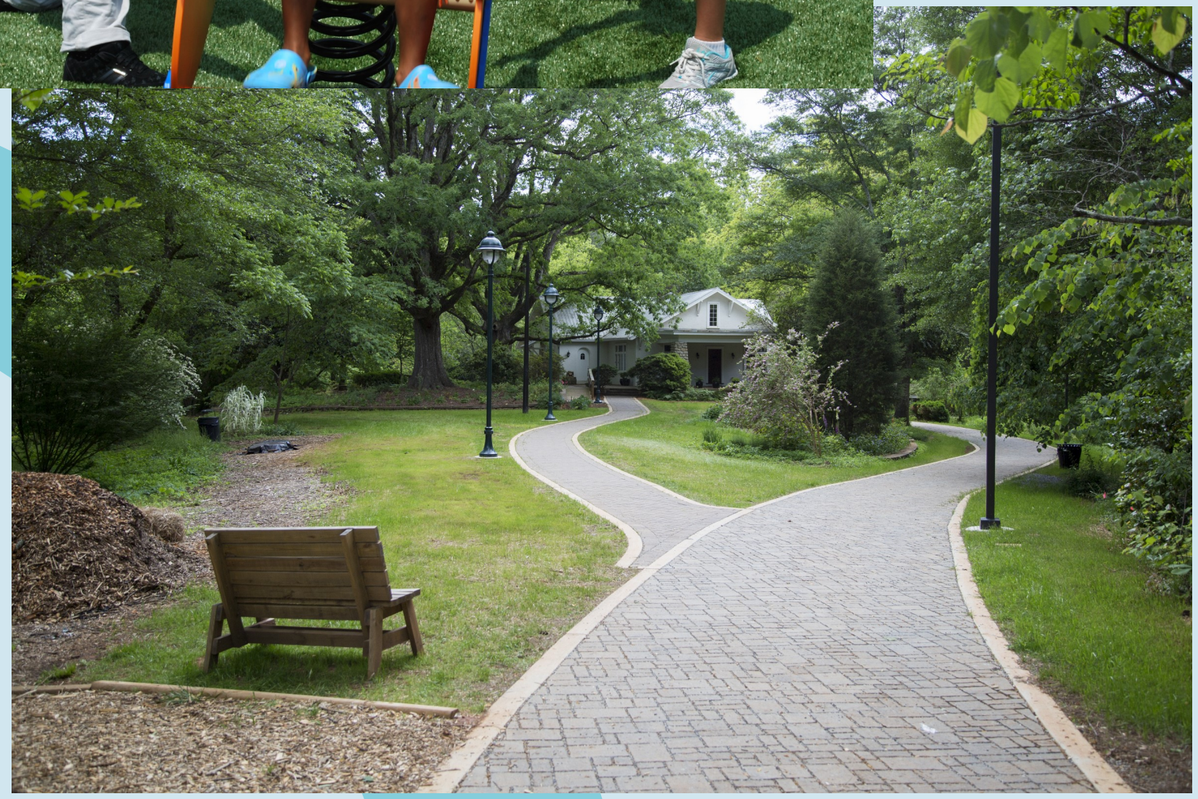


The Roswell Road Corridor is an important source of economic development and future pedestrian-friendly developments. As such, encouraging walkability through wayfinding at existing pedestrian centers will reinforce groundwork for a more walkable corridor in the future. The southern portion of Roswell Rd (left) below I-285 hosts two large live-work-play developments: Gateway and The Prado. Each development has a pedestrian plaza area, which are sites of proposed digital kiosks.

Traveling north on Roswell Rd brings traffic through the City Springs area, addressed earlier in this section. Traveling north beyond City Springs brings traffic to Abernathy Rd, which hosts Abernathy Square shopping area (above), and is immediately surrounded by both apartment and single-family residences. This makes it an ideal location for promoting walkability and a proposed digital kiosk.

Section 7
Parks

Sandy Springs' parks are a point of pride and pleasure for both citizens and visitors alike, and are ideal places for kiosks. Aside from Hammond Park and Marsh Creek Park (covered earlier in this section), other major Sandy Springs parks are proposed for kiosk locations.



<u>Regular Kiosks</u>

Abernathy Greenspace South
Allen Park
Crooked Creek Park
East Palisades Park NRA
Island Ford NRA
Johnson Ferry Rd Greenspace North
Johnson Ferry Rd Greenspace South
Lost Corner Preserve
Morgan Falls Overlook Park
Powers Island Park NRA
Ridgeview Park

<u>Digital Kiosks</u>

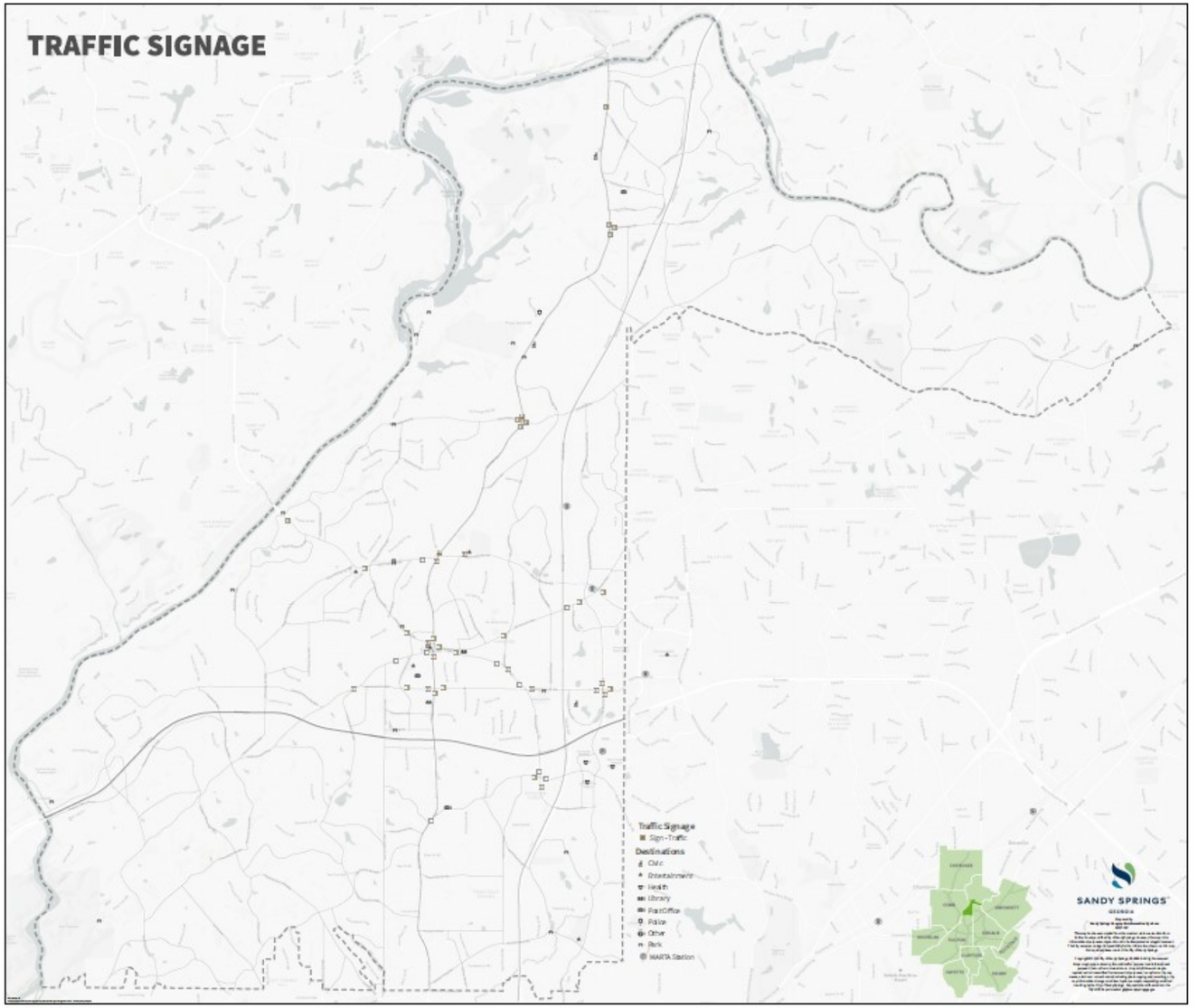
Abernathy Greenspace North
Riverside Park

Section 8

Vehicle Signage

Section 8

Overview Map & Key



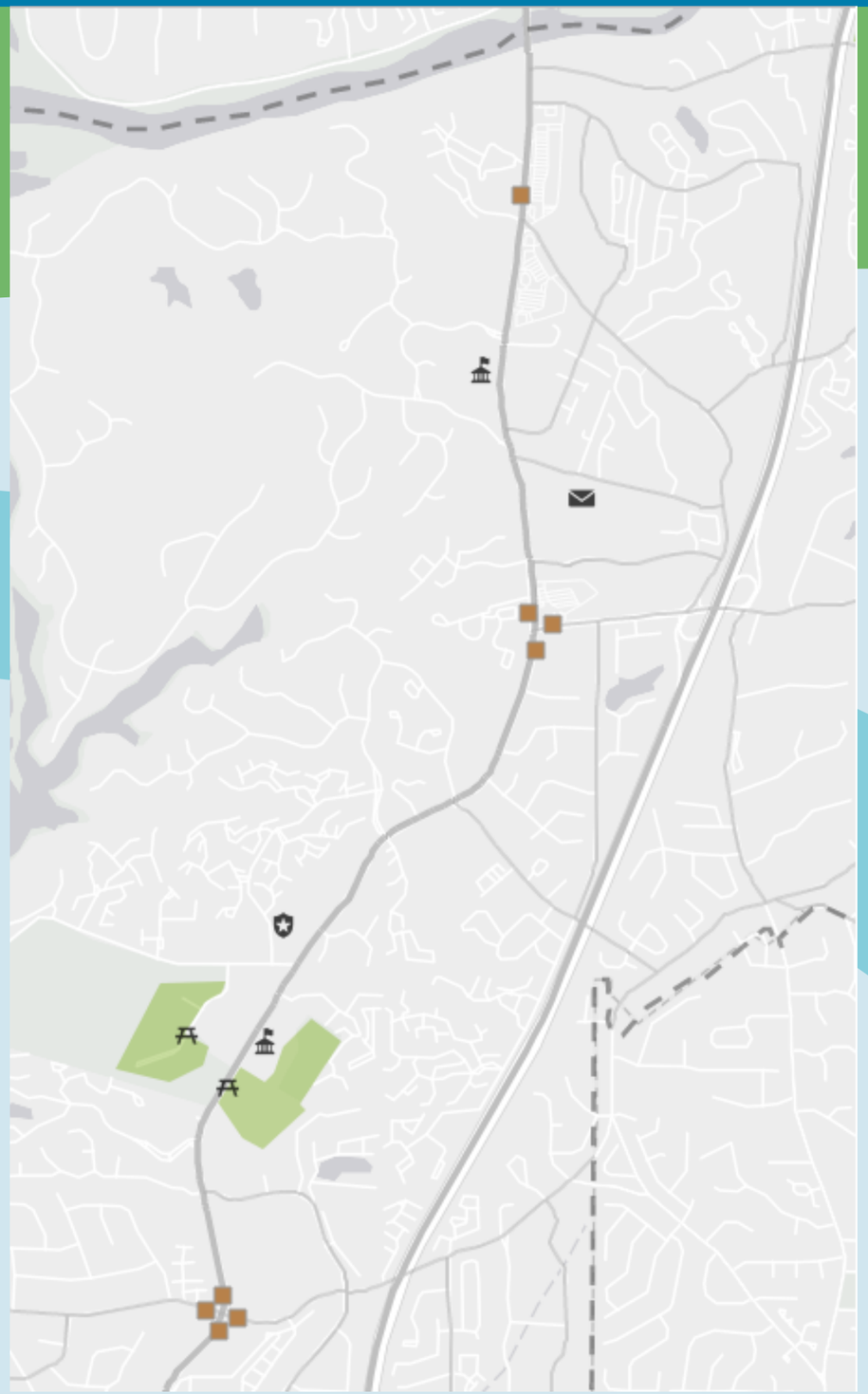
One master map containing the proposed locations of all traffic signs is available as a supplementary material to this document. Traffic signs may contain up to 3 destinations, according to MUTCD standards. Signs for traffic of 25mph or less is required to have 4-inch cap height, while signs for traffic 25mph and above is required to have a 6-inch cap height. The vehicle signage map (left) is accompanied by a key that indicates audience's flow of traffic and suggested destinations.

The map of proposed locations and list destinations was not reviewed by staff transportation engineers. It is recommended that a professionals and stakeholders review these plans for feedback to staff, and appropriate alterations be made before implementation.

Section 8

Northern Roswell Rd.

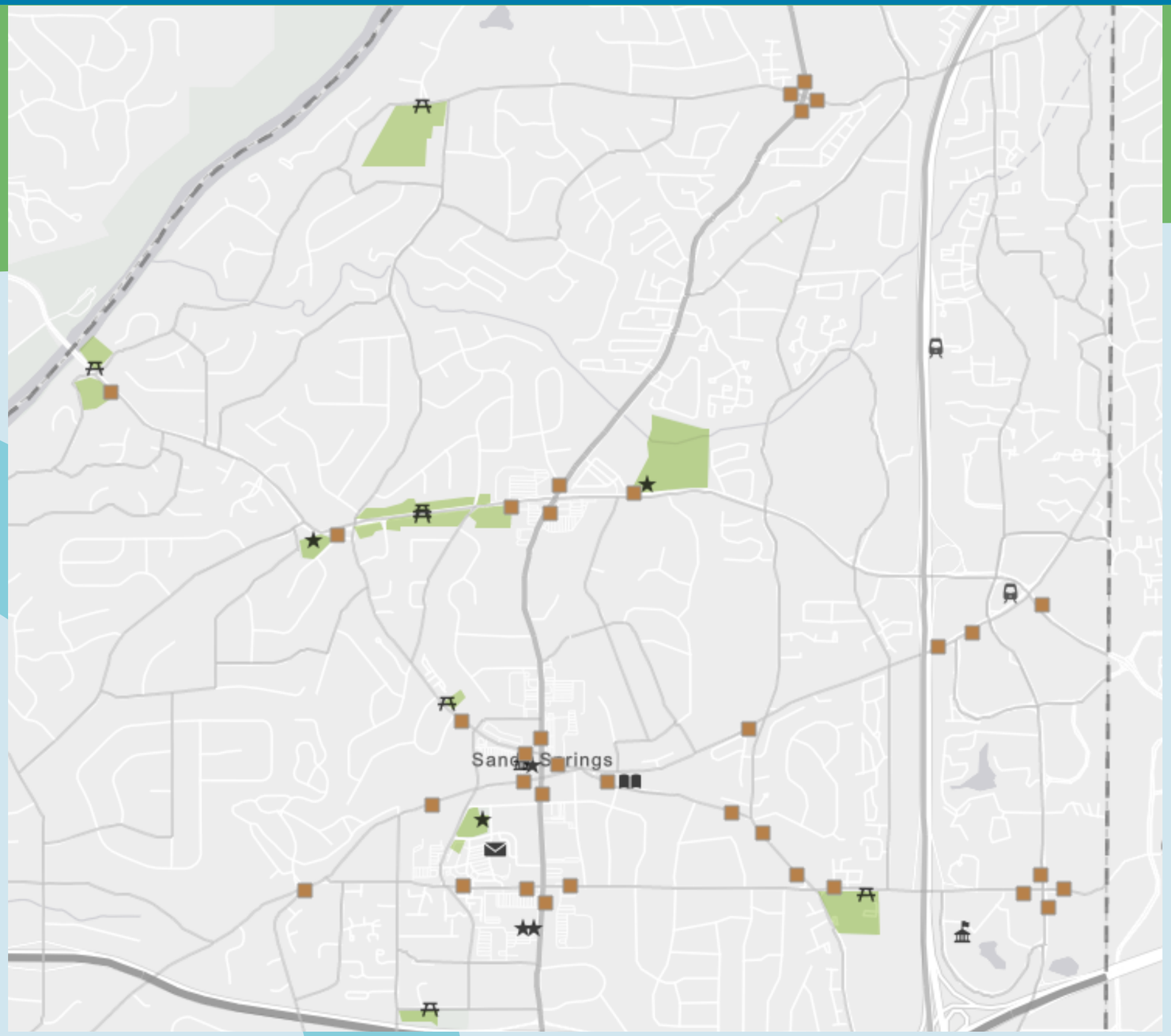
The northern portion of Roswell Rd is home to the Fulton County Tag Office and the Georgia Department of Driver Services. These two destinations attract many people from around the North Fulton County area, and are not exclusive to Sandy Springs. Wayfinding in this stretch of Roswell Rd will cater to getting people to these state and county government buildings, and surrounding parks, as well as direct them towards the City Springs area.



Section 8

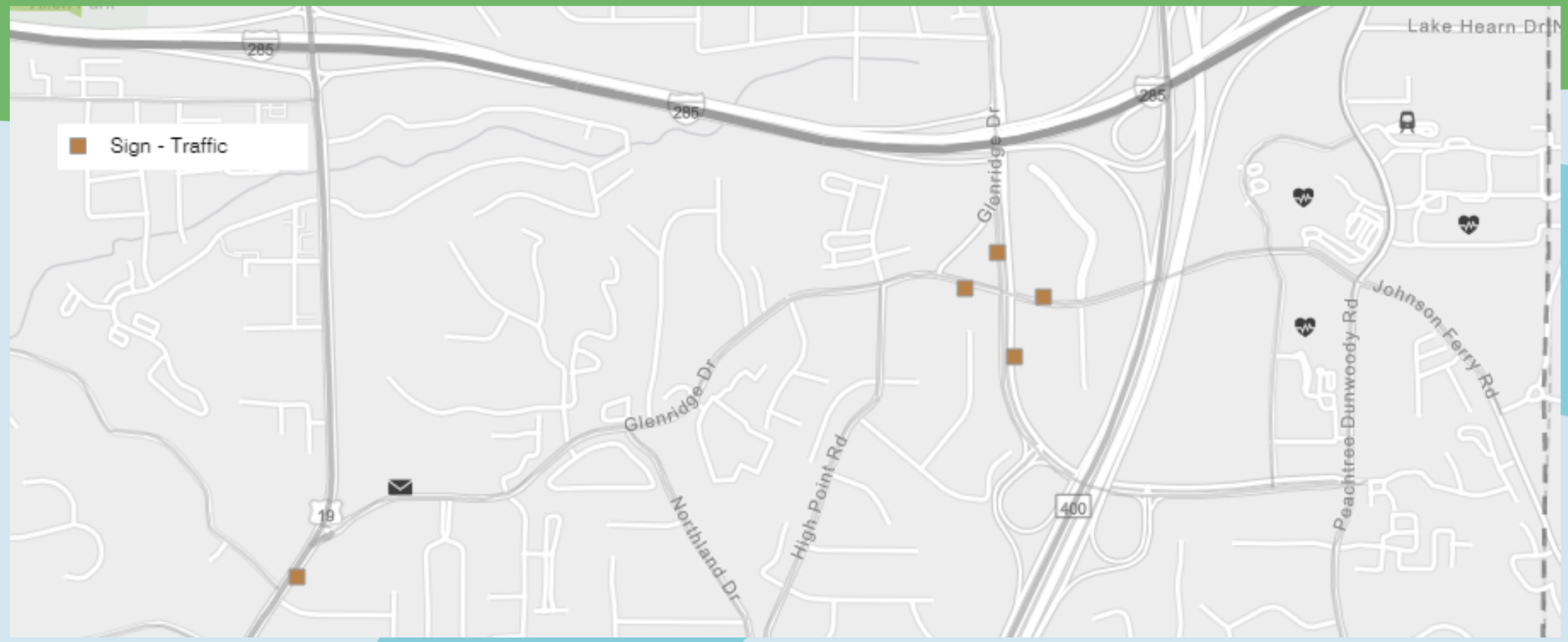
Central Circulation

Wayfinding throughout City Springs and the Perimeter Center will include a multitude of directions and destinations. MARTA stations both within Perimeter Center and in Dunwoody are included, as well as the Perimeter Center Mall. Parks, Visit Sandy Springs, City Hall, the Performing Arts Center, Heritage Sandy Springs, Abernathy Green Space, and Lost Corner Preserve are a handful of the destinations focused on in circulation of the central city. This area has the highest density of traffic signs due to the high concentration of destinations.



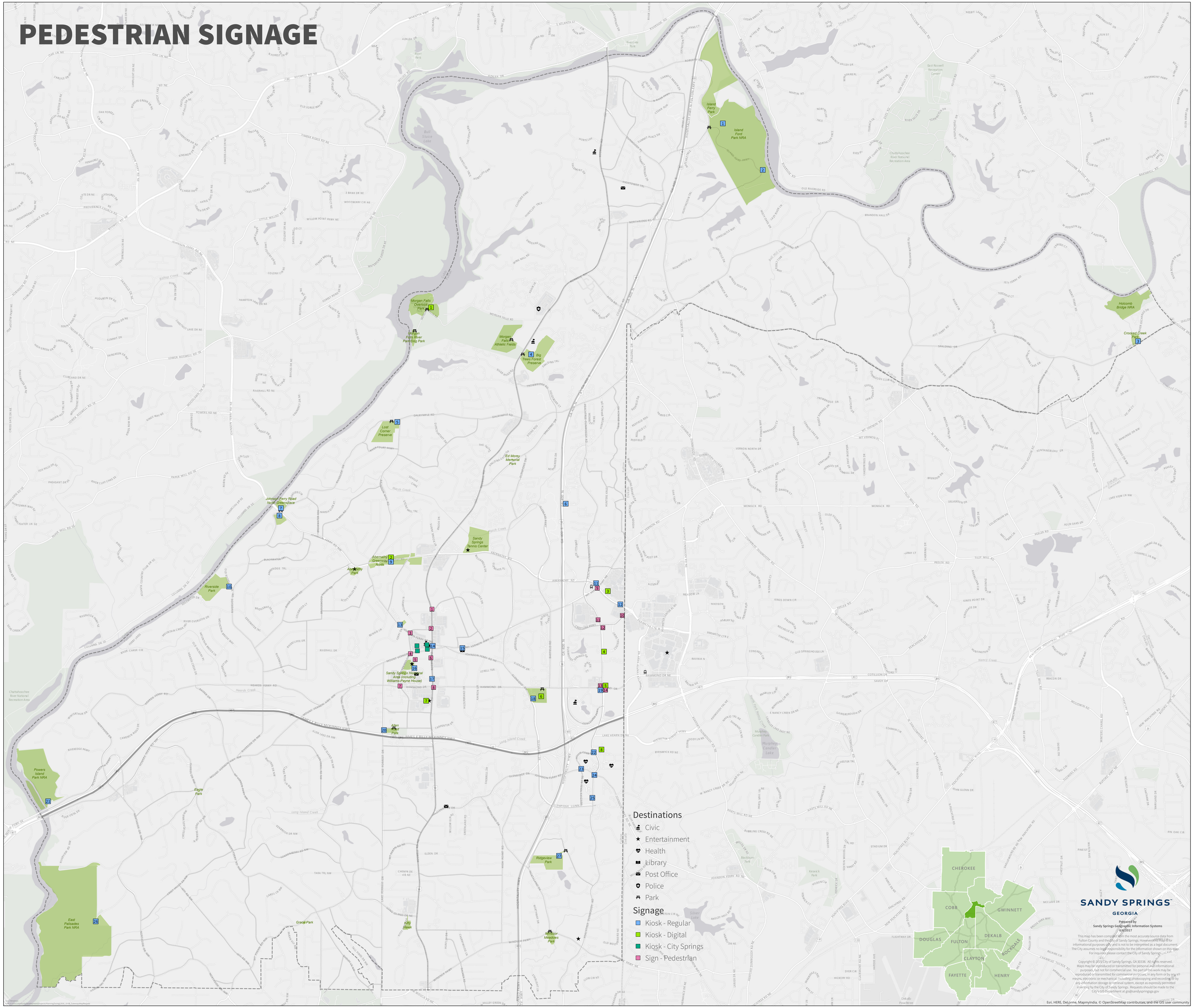
Section 8

Medical Center



The city's wayfinding goal pertaining to the Medical Center is to direct traffic into the center. The individual hospitals sharing the Medical Center area have their own building, parking, and directional signs that navigate traffic flow on-site, as well as directional signs coming off of Georgia 400 and I-285. On top of directional signs in City Springs and Perimeter Center directing traffic to the Medical Center, the pedestrian signage proposed within the Medical Center (page 44) is aimed to provide patrons with a sense of where the nearest restaurants, grocery stores, etc. are located as they prepare to leave.

PEDESTRIAN SIGNAGE

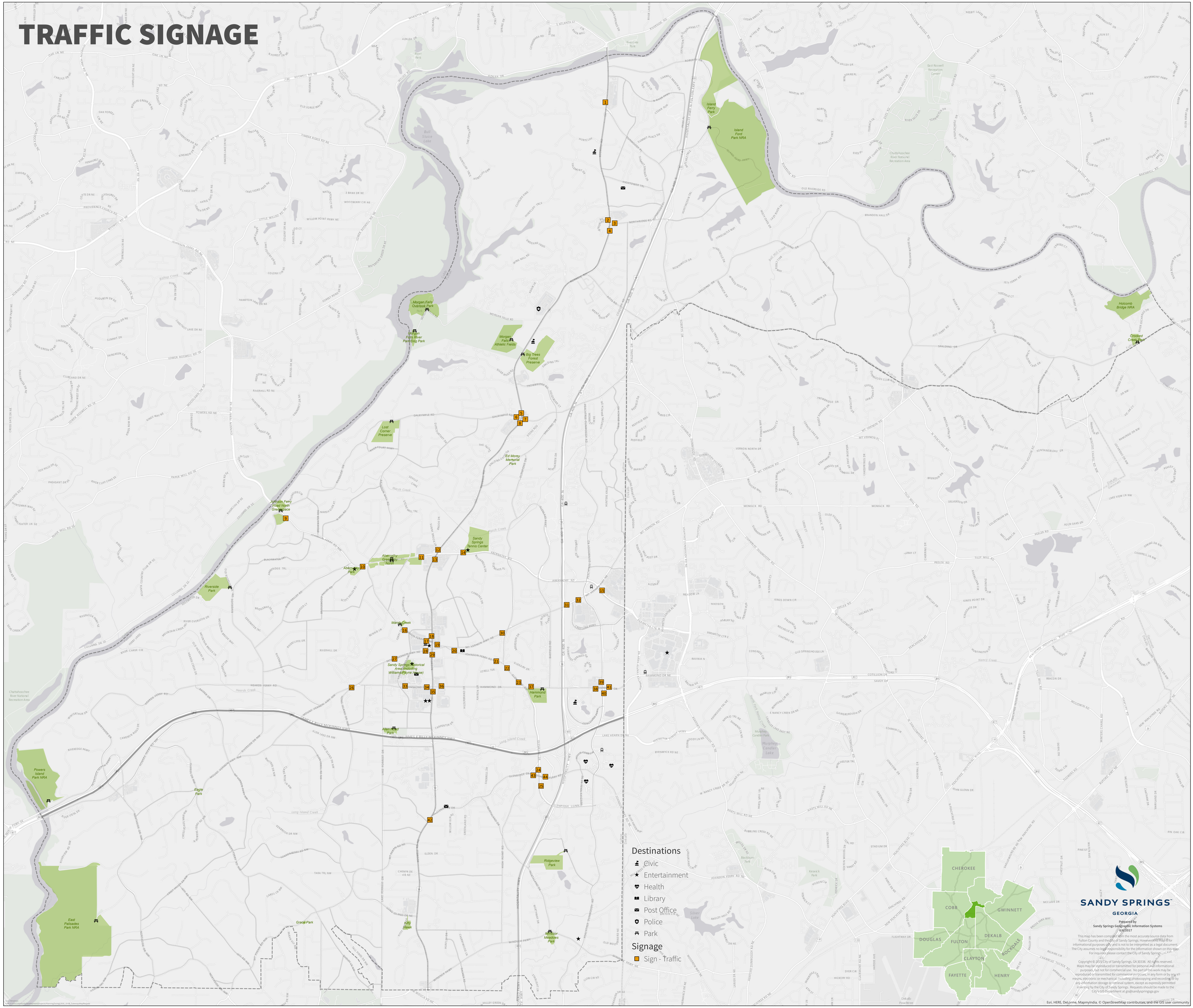


SANDY SPRINGS
GEORGIA

Prepared by
Sandy Springs Geographic Information Systems
5/16/2017

This map has been compiled from the most accurate source data from Fulton County and the City of Sandy Springs. However, it is for informational purposes only and is not to be interpreted as a legal document. The City assumes no legal responsibility for the information shown on this map. For inquiries please contact the City of Sandy Springs.

TRAFFIC SIGNAGE



PEDESTRIAN SIGNS – MAP KEY

Id	TYPE
1	Sign - Pedestrian
2	Sign - Pedestrian
3	Sign - Pedestrian
4	Sign - Pedestrian
5	Sign - Pedestrian
6	Sign - Pedestrian
7	Sign - Pedestrian
8	Sign - Pedestrian
9	Sign - Pedestrian
10	Sign - Pedestrian
11	Sign - Pedestrian
12	Sign - Pedestrian
13	Sign - Pedestrian
14	Sign - Pedestrian

Id	REGULAR KIOSK LOCATIONS
1	NRA Island Ford
2	NRA Island Ford
3	Crooked Creek Park
4	Big Trees Preserve
5	Lost Corner Preserve
6	North Springs MARTA Station
7	Johnson Ferry Greenspace N
8	Johnson Ferry Rd Greenspace South
9	Abernathy Greenspace S
10	Riverside Park
11	Sandy Springs MARTA Station N Entrance
12	Perimeter Center Gateway from Dunwoody
13	Marsh Creek Park
14	Across Roswell from Performing Arts Center
15	Sandy Springs Library
16	Heritage Sandy Springs
17	Sandy Springs Pl & Roswell Rd
18	Hammond Park
19	SW Corner of Hammond Dr & Peachtree-Dunwoody Rd
20	Allen Rd Park
21	NRA Power's Island
22	Med Center: Peachtree Dunwoody Rd & Hollis Cobb Circle
23	Med Center: Johnson Ferry Rd & Hollis Cobb Cir
24	Med Center: Johnson Ferry Rd & Peachtree Dunwoody Rd
25	Med Center: Peachtree Dunwoody Rd & Glenridge Connector
26	NRA East Palisades
27	Ridgeview Park

Id	DIGITAL KIOSK LOCATIONS
1	Morgan Falls Overlook Park
2	Abernathy Greenway North
3	Sandy Springs MARTA Digital Kiosk
4	Peachtree-Dunwoody Rd Pedestrian Corridor
5	Peachtree-Dunwoody Rd Pedestrian Corridor @ Hammond Dr
6	Hammond Park
7	Hospitality & Tourism
8	Medical Center MARTA Digital Kiosk

TRAFFIC SIGNS – MAP KEY

Id	PRIMARY DESTINATIONS	SECONDARY DESTINATIONS	DIRECTIONALITY OF TRAFFIC
1	GA Driver Services, Ford Island, FC Tag Office	City Hall, PAC	Southbound
2	Island Ford, FC Tag Office, Big Trees	City Hall, PAC	Southbound
3	FC Tag Office, GA Driver Services, Big Trees	City Hall, PAC	Westbound
4	Island Ford, FC Tag Office, Big Trees	City Hall, PAC	Northbound
5	Lost Corner, Ab Arts, City Hall, PAC		Southbound
6	Big Trees, FC Tag Office, GA Driver Services	City Hall, PAC, Morgan Falls	Eastbound
7	Lost Corner, Big Trees, FC Tag Office	Ab Arts, City Hall, PAC, GA Driver Services	Westbound
8	FC Tag Office, Lost Corner, Big Trees, GA Driver Services	Morgan Falls, Island Ford	Northbound
9	Ab Arts, City Hall, PAC, Heritage		Eastbound
10	City Hall, PAC, Heritage, Lost Corner	H&T, FC Tag	Eastbound
11	FC Tag, PC, MARTA		Eastbound
12	City Hall, PAC, H&T, PC	MARTA, Ab Arts	Southbound
13	Ab Arts, PC, FC Tag, GA Driver Services	MARTA, Big Trees	Northbound
14	Ab Arts, FC Tag, City Hall, PAC	Big Trees	Westbound
15	City Hall, PAC, H&T, FC Tag, Ab Arts		Westbound
16	City Hall, PAC, H&T, Heritage	Library, PC	Eastbound
17	H&T, Library, PC	MARTA, Peri Mall	Eastbound
18	City Hall, PAC, Library, PC	MARTA	Southbound
19	City Hall, PAC, H&T, FC Tag	Ab Arts	Westbound
20*	City Hall, PAC, Ab Arts	FC Tag	Westbound
21*	PC, Med Center, MARTA	Peri Mall	Eastbound
22	City Hall, PAC, Library, Ab Arts	FC Tag	Northbound
23	PC, Med Center, MARTA	Peri Mall	Southbound
24	Med Center, MARTA		Southbound
25	City Hall, PAC, MARTA, Med Center	Ab Arts, Library	Northbound
26	City Hall, PAC, PC, H&T, Heritage	Med Center	Eastbound
27	City Hall, PAC, Heritage	MARTA, PC, Library	Eastbound
28	Library, PC, MARTA		Eastbound
29	City Hall, PAC, PC, Library	MARTA	Northbound
30	Med Center, PC, MARTA	Peri Mall	Eastbound
31	City Hall, PAC, H&T, Library	FC Tag	Westbound
32	Med Center, MARTA, Peri Mall		Eastbound
33*	Heritage	City Hall, PAC	Westbound
34*	MARTA, PC, Med Center, City Hall, PAC		Eastbound
35	City Hall, PAC, H&T, PC	Med Center, Peri Mall, MARTA	Northbound
36	City Hall, PAC, H&T, Heritage	Ab Arts	Westbound
37	City Hall, PAC, H&T, Heritage	Ab Arts, Library	Westbound
38	MARTA, Med Center, Peri Mall		Eastbound
39	Med Center, MARTA, City Hall, PAC	Peri Mall	Southbound
40	City Hall, PAC, MARTA, Peri Mall	H&T, Heritage	Northbound
41	City Hall, PAC, Med Center, MARTA	H&T, Heritage, Ab Arts	Westbound
42	Med Center, City Hall, PAC, H&T	PC, MARTA	Northbound
43	Med Center, MARTA	City Hall, PAC	Eastbound
44	City Hall, PAC, Ab Arts, Library		Westbound
	*Indicates potentially uncessary sign		